

From bottom to top rung in the domestic field during the short period of 13 years is convincing evidence that "Sheaffer serves."

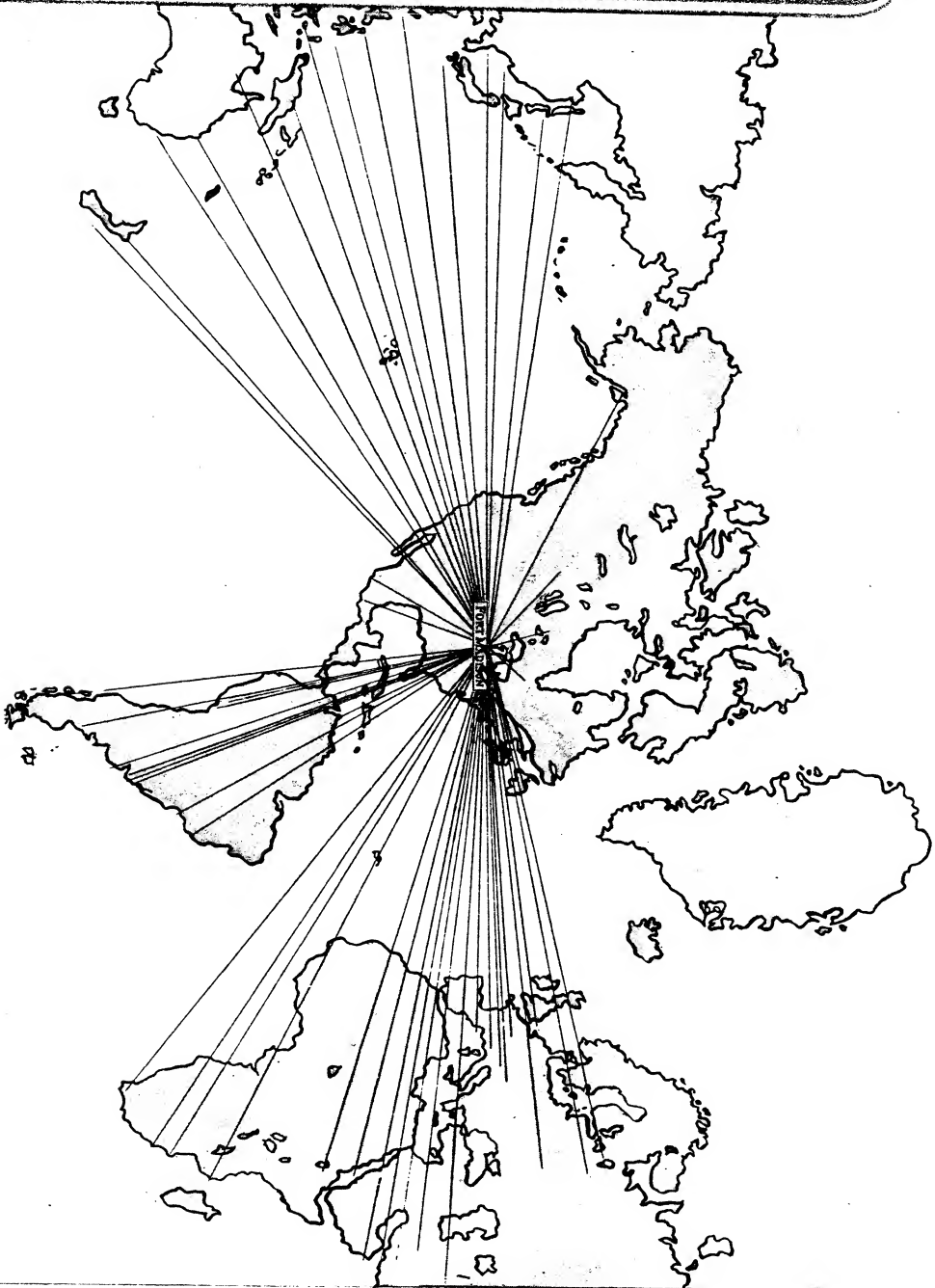
And today Sheaffer serves the world.

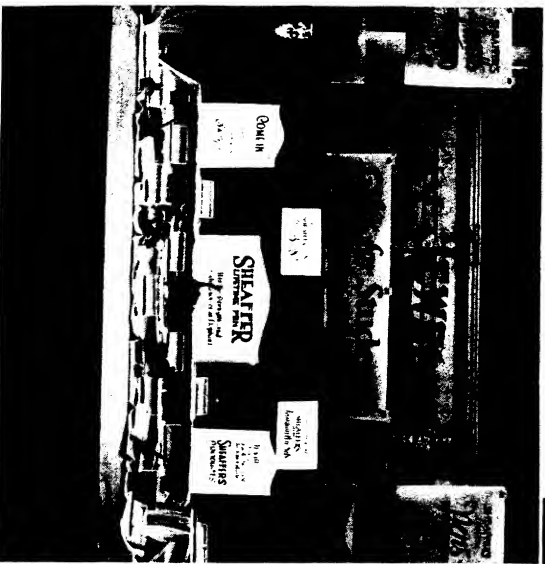
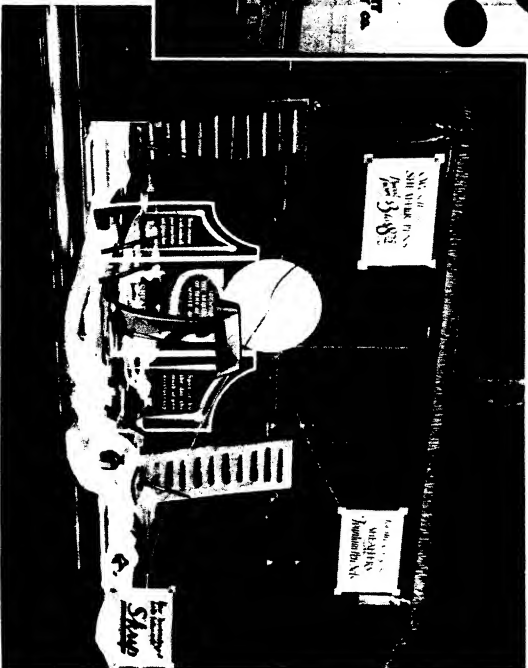
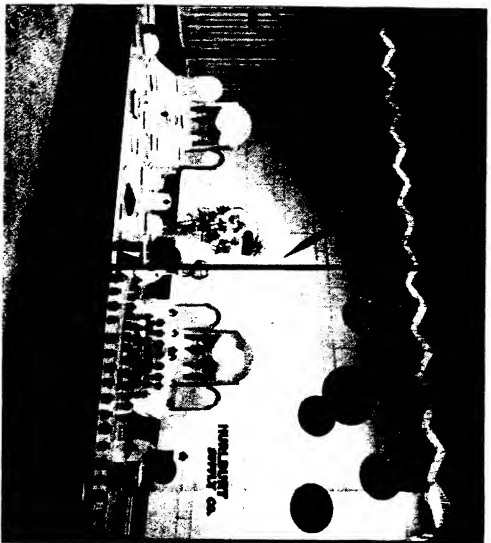
The same loyal contact has been maintained with Brough & Company of Bombay, India, that has existed for eight years between Sheaffer and Kendrick-Bellamy Company of Denver, Colorado, U. S. A. Every civilized country of six continents enthusiastically accepted Sheaffer as the leading and standard writing help.

From the Fort Madison, Iowa, U. S. A. factory, frequent shipments are forwarded to Mexico City, Calcutta, Hong Kong, Amsterdam, Honolulu, and today one finds the coolie as proud of his jade Lifetime pen and pencil as is the Belgian Army Colonel in the Congo.

Such progress has but one meaning, and that is enthusiastic public acceptance. It is this mark of consumer approval, the golden-rule policies, and whole-hearted cooperation on the part of the entire organization coupled with the merchandise as described and illustrated in this catalog that makes the Sheaffer line the choice of the world's most successful and far-sighted retailers.

Sheaffer will continue to serve the world!





corner cigar store competition, we find that those leaders are a happier class, a more satisfied group and a more loyal force for our line than we could possibly expect from three times the number of sales outlets. That is as it should be—for they profit.

Split an apple seven ways, or two—which will produce larger pieces? Split a fixed volume of sales into 73,000 parts, or 23,000—which parts will be larger?

Sheaffer volume, now record big is sold through a comparatively small number of high class dealers. And those few selected dealers are Sheaffer's only outlet to the consumer.

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Divide a fixed amount of interest, cooperation, service and advertising appropriation into 73,000 parts, or 23,000—which parts will be larger?

Sheaffer dealers are profiting more, partly because each benefits 373% more advertising help (average per dealer) than could possibly be obtained from the next nearest competitor.

...G.M.P.



After all, "The proof of the pudding is in the eating."

Intelligence will recognize good looking merchandise. But will good looking merchandise always move? If so, will it move with profit to the dealer?

As evidence that the Sheaffer franchise has real value, we have reproduced a few letters from our friends who speak with authority, located in widely separated areas. Perhaps one or more is located near you. If not, we will be glad to send you facts regarding dealer-successes of concerns in your state or perhaps your city.

Sheaffer has chosen to distribute through certain lines of businesses. In those few lines, there are about 125,000 retailers, but less than 20% handle Sheaffer's. This company will never have complete blanketing distribution. We never want to over-merchandise. We expect everyone connected with Sheaffer to make a profit—to be satisfied and to prosper.

And because we chose the leaders in a few lines and because those leaders need never fear mail order, premium,

••• F I •••

**AMERSON & FITCH CO.**  
Manufacturing Stationery, Envelopes, etc.  
NEW YORK

**B. J. Whalsh**  
CUTLERY, GUNS, SPORTING AND ATHLETIC GOODS  
111-113 Washington Street  
Waterbury, Conn.

**EDSON E. ROBINSON**  
111-113 Washington Street  
Waterbury, Conn.

**LUCAS BROS.**  
"Everything for the office"  
424 1/2 Park Avenue  
New York, N.Y.

**ROBINSON**  
424 1/2 Park Avenue  
New York, N.Y.

**OVINGTON**  
The Gift Shop of Light Co.  
NEW YORK

**Virginia Stationery Company**  
NATIONAL MANUFACTURER OF STATIONERY  
LITHOGRAPH, PRINTING, ENGRAVING  
OFFICE AND BOOK MANUFACTURE  
RICHMOND, VA.

**Stantum's**  
THE ROYAL PUBLISHING COMPANY  
440 2ND STREET  
NEW YORK

**THE PEN SHOP**  
48 WEST 17TH STREET  
MILLERSVILLE, PA.

**William Freeman & Son, Inc.**  
17 CANBY STREET  
DANVILLE, VIRGINIA

**George B. Evans**  
1100 Canal Street  
Philadelphia, Pa.

**CHARNEY'S**  
STATIONERY AND OFFICE SUPPLIES  
118 ATLANTIC AVENUE  
ATLANTIC CITY, N. J.

**Ed & Al Becker's**  
Printers and Gifts  
118 West 17th Street  
New York, N.Y.

**WILLIAM FREEMAN & SON, INC.**  
17 CANBY STREET  
DANVILLE, VIRGINIA

**B. CERTZ, INC.**  
REPRINTING, STATIONERS  
16320 U.S. Road  
Jamaica, N.Y.

**MEYER & TALLEMIR**  
PRINTERS, ENGRAVERS  
AND OFFICE EQUIPMENT  
BALTIMORE, MD.

**GRAS & SUTHER CO.**  
DIAMONDS  
JEWELRY AND SILVERWARE  
LITTLE ROCK

**AMERSON & FITCH CO.**  
Manufacturing Stationery, Envelopes, etc.  
NEW YORK

**THE KENDRICK-BRYLAW COMPANY**  
STATIONERY, OFFICE SUPPLIES  
JACKSON, MISSISSIPPI

**C.D. BEAGOCK**  
JEWELRY  
511 LA SALLE STREET  
CHICAGO

**THE SHEFFER STATIONERY MANUFACTURING STATION**  
32 EXETER AVE. PLAZA  
NEW YORK

**Sheaffer's**  
220 BROADWAY  
NEW YORK

**THE PEN SHOP**  
48 WEST 17TH STREET  
MILLERSVILLE, PA.

**PARKER & BATTERSBY**  
THE ENVELOPE MANUFACTURERS  
NEW YORK

**THE KENDRICK-BRYLAW COMPANY**  
STATIONERY, OFFICE SUPPLIES  
JACKSON, MISSISSIPPI

**C.D. BEAGOCK**  
JEWELRY  
511 LA SALLE STREET  
CHICAGO

**MANUFACTURING STATION**  
32 EXETER AVE. PLAZA  
NEW YORK

**THE SHEFFER STATIONERY MANUFACTURING STATION**  
32 EXETER AVE. PLAZA  
NEW YORK

# Profits and Permanence

## SOLILOQUY OF SHEAFFER'S LIFETIME

I AM SHEAFFER'S "LIFETIME", AMERICA'S FOREMOST WINNING INSTRUMENT. I AM PERMANENTLY GUARANTEED FOR LIFE BY SHEAFFER'S PEN COMPANY, AND THE UNDERWRITERS OF YOUR DISPOSAL, WHICH YOU ARE JUDGING, ARE NOT ME, I AM CONVINCED THAT I AM INDISPENSABLE. ADVISE MY OWNER YOU WILL BE SHEAFFER'S "LIFETIME".

**W**E HAVE SOLD MERCHANDISE TO ONE OF YOUR CUSTOMERS AND WANT YOU TO HAVE THE PROFIT ON THE SALE. THIS IS IN ACCORDANCE WITH OUR POLICY OF NOT COMPETING WITH OUR DEALERS SO WE SEND YOU OUR CHECK AS BELOW:

FOR THE PROFIT ON THE SALE OF

**PROFIT CHECK** DOLLARS

FOR THE PROFIT ON THE SALE OF

TO THE FORT MADISON SAVINGS BANK  
FORT MADISON, IOWA 52501

DATE AMOUNT DATE AMOUNT

19 No.

W. A. SHEAFFER PEN CO.

appreciate fair service minus the "haggling" part. And never will a dealer find reason for "haggling" over the Sheaffer line. Such service alone promotes good will for every dealer and produces profitable business from old customers as well as new business from new customers.

Yet even such a sane service policy between dealer and consumer has not been wholly responsible for Sheaffer's service-reputation. Sheaffer dealers of long standing readily testify to the value of prompt acknowledgments, on-time shipments, and golden-rule relationships between their stores and the Sheaffer salesmen, branches and factory.

An inviolable policy formulated with the establishment of the organization is that Sheaffer dealers are first in line of service-consideration just as they have remained first in line of distribution. Sheaffer's saw the first light of day in 1913 from a retail jeweler's work-bench. And because the company chose to cast its lot exclusively with a selected number of dealers in a few restricted lines of business rather than attempt promiscuous distribution through the ordinary channels including the middle-man trade, each of the 23,000 Sheaffer dealers is assured undivided attention and concentrated efforts ably directed by a wholly experienced and competent former jewelry retailer.



Never can there be a question about the service of any Sheaffer product, for every Sheaffer item is definitely guaranteed. And further,—every Lifetime pen and pencil leaving the Sheaffer shipping room is accompanied by a serially numbered and signed guarantee note definitely committing the company to a well-defined service plan.

Sheaffer was first to offer the Lifetime guarantee. Sheaffer was first to furnish a serially numbered and signed guarantee slip with every Lifetime pen and pencil distributed from the factory.

All Sheaffer merchandise is guaranteed. The lowest priced Sheaffer pen is backed by a definite service guarantee and the dealer holding the Sheaffer franchise can consider himself fortunate indeed in this respect: that never need he fear antagonizing any customer because of a misunderstood service statement—for Sheaffer's guarantee "says so."

This one policy is of direct value to the retailer. Many organizations make no more than an average effort to stand back of their product. This reflects first upon the local retailer. Customers

# SHEAFFER'S LIFETIME PENCIL GUARANTEE

GUARANTEE NO. 643521X

WE, the W. A. Sheaffer Pen Company, hereby guarantee the Lifetime Pencil to be free from defects in materials and workmanship. If at any time any parts of or materials in the Lifetime Pencil prove defective send the pencil to our factory or any branch office, postage prepaid, and enclose sufficient postage for the return of the pencil. If, after careful inspection, we find that the defect is because of faulty materials or workmanship, repair or replacement will be made gratis, otherwise, a slight charge will be made. The interior mechanism of this Sheaffer Lifetime pencil is guaranteed against wear for the life of the user.

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A.

EFFECTIVE FROM THIS DAY..... FORWARD.

Dealer

*W.A. Sheaffer*  
PRESIDENT.

# LIFETIME GUARANTEE ON SHEAFFER'S LIFETIME PEN

643521X

WE, the W. A. Sheaffer Pen Company, hereby guarantee the Lifetime Pen to be free from defects in materials and workmanship. If at any time any parts of or materials in the Lifetime Pen prove defective send the pen to our factory or any branch office, postage prepaid, and enclose sufficient postage for the return of the pen. If, after careful inspection, we find that the defect is because of faulty materials or workmanship, repair or replacement will be made gratis, otherwise, a slight charge will be made. The interior mechanism of this Sheaffer Lifetime pen is guaranteed against wear for the life of the user.

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

EFFECTIVE FROM THIS DAY..... FORWARD

DEALER

*W.A. Sheaffer*  
PRESIDENT

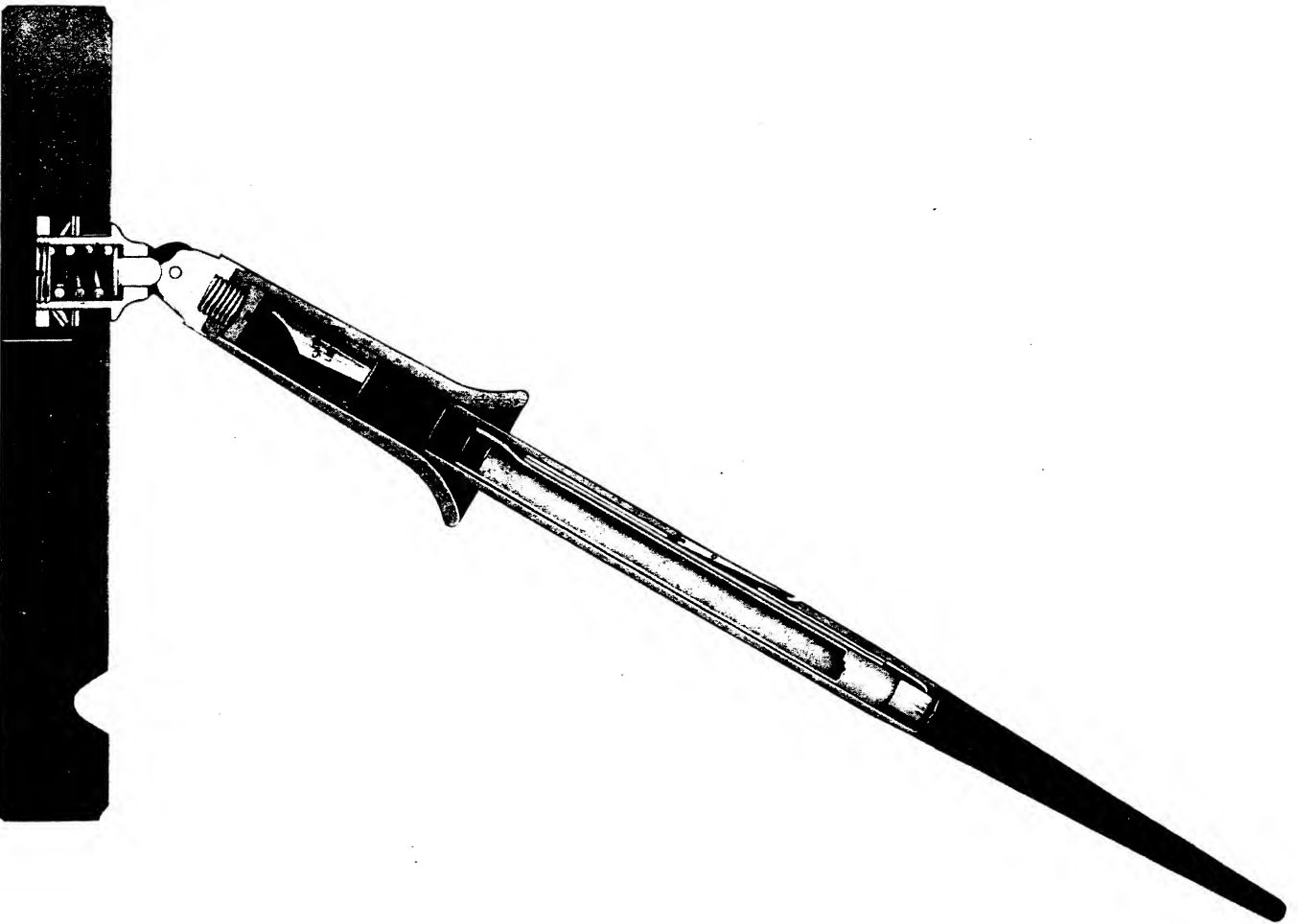


methods of merchandising or transportation. New ideas are born over night. The public is fickle. Modes, methods and manners change lightning-like and the manufacturer who falters is lost. Sheaffer maintains a corps of engineers who devote their entire time and efforts to modernizing writing-helps—not fads, but substantial, practical and logical helps.

As proof that such work has been wholly resultful it is a fact that every important achievement within the industry since the inception of this company has been originated by Sheaffer.

The markers of the world are constantly scanned by Sheaffer for raw materials to equal or better the present Sheaffer standards of quality. Scientists and artisans of six continents are consulted.

All of that is as it should be, and as it will continue, for whole hearted effort is not too much to give for the production of the world's recognized standard in writing-helps.



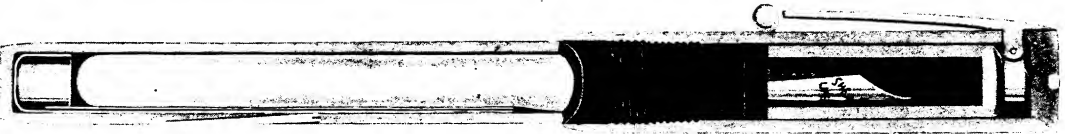
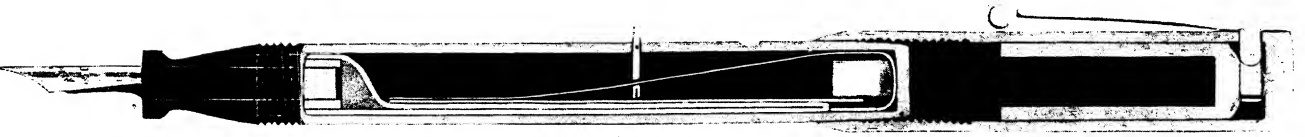


THESE are naturally basic reasons for every successful business venture. There is little question but that the causes of success are a combination of several different factors, such as the merchandise, type of dealers, number of sales outlets, conservative operating policies, etc. But underlying them all, we firmly believe that the foremost reasons for the success of Sheaffer, not in order of importance, however, are the dependable merchandise produced, the extremely liberal policies back of the merchandise, and the endless effort of the personnel of the organization, principally the sales force including the dealer group. One could not survive without the others. They are inter-dependable.

But, first, we had to have the merchandise. Dealers care little for golden-rule policies unless the merchandise is right. And to give you a cross-section view of the leaders of the Sheaffer line, we have reproduced cross-section views of the fountain-pen, mechanical pencil and desk fountain-pen set.

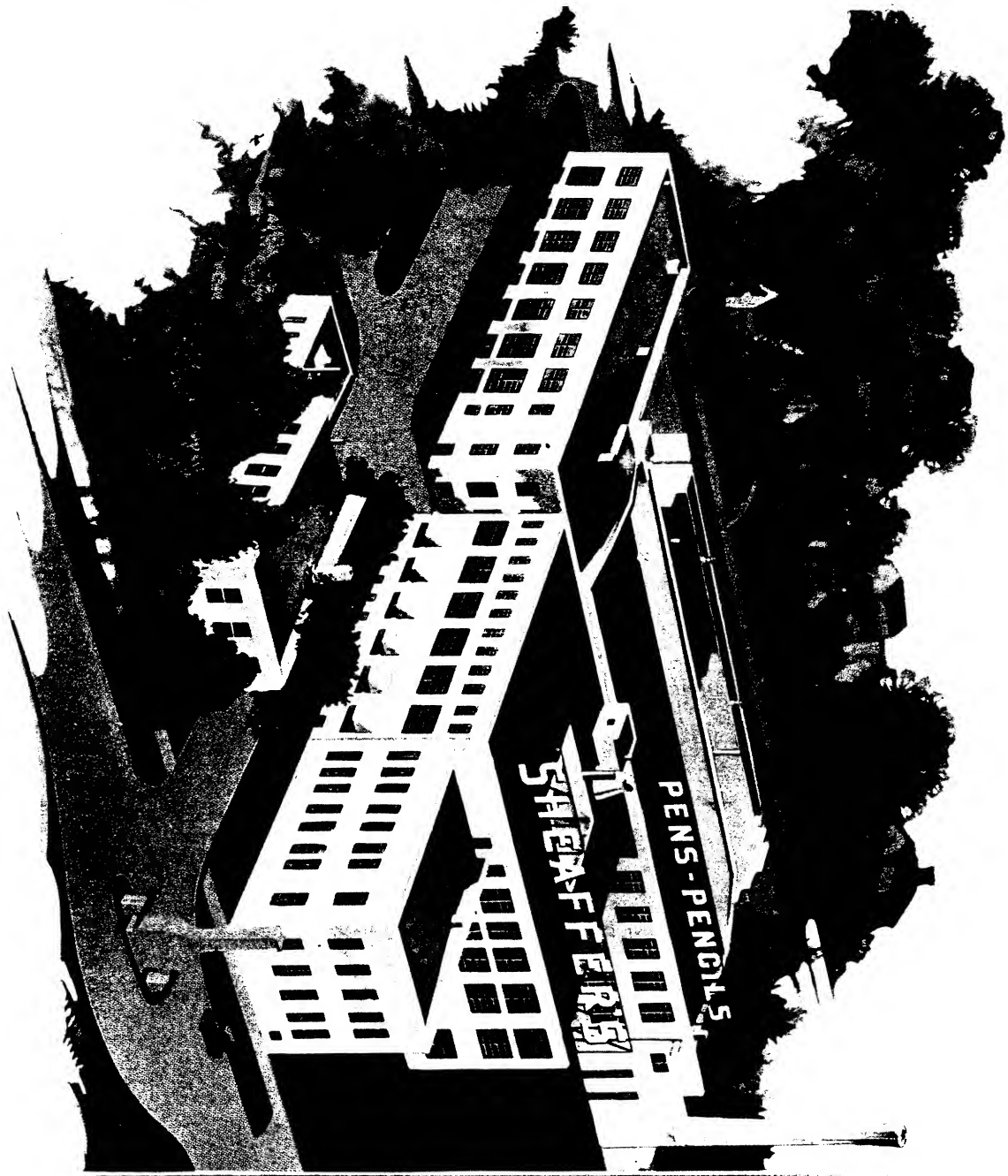
Modern ideas incorporated in the product are just as important as modern

..She B..





1923-1929



IT IS with considerable pride and pleasure that we offer for your inspection an up-to-date catalog of fountain-pens, desk fountain-pens, desk fountain-pen sets, desk set lamps, mechanical pencils, Skrip and sundries.

We are not unmindful of the generosity and loyal support rendered our organization in the past by the leading retailers of the world, and in reciprocity, we pledge a continuance of the same golden-rule policies, and the maintenance of the high standards in production, service and cooperation that have played such an important part in distributing satisfactory profits to our dealers, satisfactory service to millions of customers and reflected a satisfactory growth to the Sheaffer organization proper.

And because the reputation, future and fortune of our company rests upon the quality of all Sheaffer merchandise, you can choose any item stamped with the Sheaffer name, and feel fully content that you are handling the best merchandise it is possible for human hands and modern machines to produce.

Respectfully,

*W.A. Sheaffer*

President.

...A...A...



W. A. SHEAFFER  
President  
J. H. AXT  
Vice-President  
H. E. WALDRON  
Vice-President  
W. A. SCHERFE  
Secretary  
C. R. SHEAFFER  
Treasurer

# W. A. SHEAFFER PEN CO.

Fort Madison, Iowa, U. S. A.

The Makers of

**SHEAFFER'S**  
PENS - PENCILS - SKRIP



NEW YORK  
80 Fifth Avenue  
CHICAGO  
506 Republic Building  
SAN FRANCISCO  
341 Monadnock Bldg.  
LONDON, W. I., ENG.  
199 Regent Street  
TORONTO, CANADA  
60-62 Front St. West

MR. SHEAFFER-DEALER:

Attached is a copy of Sheaffer's NEW catalog.

Check new merchandise and that already in stock against it. Make sure you have on hand a representative selection of each number.

Sheaffer's require a smaller investment to secure a complete line than any other -- profits are larger!

Make more sales by showing the entire Sheaffer assortment. Sell a Lifetime Pen everytime you sell a Lifetime Pencil. Double your volume by selling the 4-ounce Skrip instead of the 2-ounce size. Push related Sheaffer products!

Plan your windows. Use the accompanying display material to tie to the gigantic advertising schedule Sheaffer is now doing -- the largest Skrip campaign ever run on a writing fluid.

All this advertising FOR YOU -- to move YOUR Sheaffer stocks! Stock -- display -- sell: the sure way to VOLUME.

This NEW catalog is properly tabbed and exactly fits your files. From time to time, you will receive new pages which you will want to add to the pocket in the back of the book.

List -- now -- any additional requirements on the attached order blank and return for our prompt attention.

For increased PEN-PROFITS in 1928,

W. A. SHEAFFER PEN COMPANY

# SHEAFFER'S FOUNTAIN PENS PIGMY AND 3-25 LINES



No. B1P Pigmy (Gadak)—Rich royal blue, unbreakable Radite, gold-filled lever and ring. No. 1 nib. See illustration. List \$2.75

No. R1P Pigmy (Cango)—Brilliant cherry red, unbreakable Radite, gold-filled lever and ring. No. 1 nib. See illustration. List \$2.75

No. 3-25SC (Camf)—Jet black, unbreakable Radite. Short holder. Guaranteed 25 years if not misused. Band, lever and clip are gold-filled. See illustration. List \$3.00

No. R3-25SR (Caux)—Same as No. 3-25SC, except color is coral red. Barrel is trifle larger diameter than jet Radite numbers. List \$3.00

No. R3-25SR (Coxga)—Same as No. R3-25SR, except color is jet black. List \$3.00

No. 3-25C (Cugvy)—Jet black, unbreakable Radite. Long holder. Guaranteed 25 years if not misused. Band, lever and clip are gold-filled. See illustration. List \$3.00

No. R3-25C (Cujok)—Same as No. 3-25C except color is coral red. Barrel is trifle larger diameter than jet Radite numbers. List \$3.00

All coral pens have medium sized barrels. All jet pens have thin model barrels. Furnished in semi-manifold nibs in extra fine, fine, medium, coarse, stub, bookkeeper, oblique and T. U. points. Flexible nibs will be supplied on request.

## LOANER PENS (Cukba)

To enable every Sheaffer dealer to stand-out as the service-center in his community Sheaffer offers a unique plan of dealer-consumer cooperation.

First class pens in an assortment of points and engraved "Service Pen" with dealers business name in black Gothic style are furnished at 95c per pen.

Sheaffer's Loaner Pens are offered in two styles, long with clip and short with clip. See illustration.

These Loaners would regularly list at from \$5.00 to \$7.00. Priced to Sheaffer accounts at 95c each, net, engraved with dealer's name.

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# SHEAFFER'S FOUNTAIN-PENS

5-30 AND 7-30 LINES

No. J5-30C (Dafia)—Jade green, unbreakable Radite, gold-filled bands, lever and clip. Long holder. Guaranteed 30 years if not misused. See illustration..... List \$5.00

No. 5-30C (Dakgo)—Same as J5-30C except jet black..... List \$5.00

No. J5-30SR (Damae)—Jade green, unbreakable Radite, gold-filled bands, lever and ring. Short holder. Guaranteed 30 years if not misused. See illustration..... List \$5.00

No. 5-30SR (Datok)—Same as No. J5-30SR, except jet black..... List \$5.00

No. J5-30SC (Diaba)—Jade green, unbreakable Radite, gold-filled bands, lever and clip. Short holder. Guaranteed 30 years if not misused. See illustration..... List \$5.00

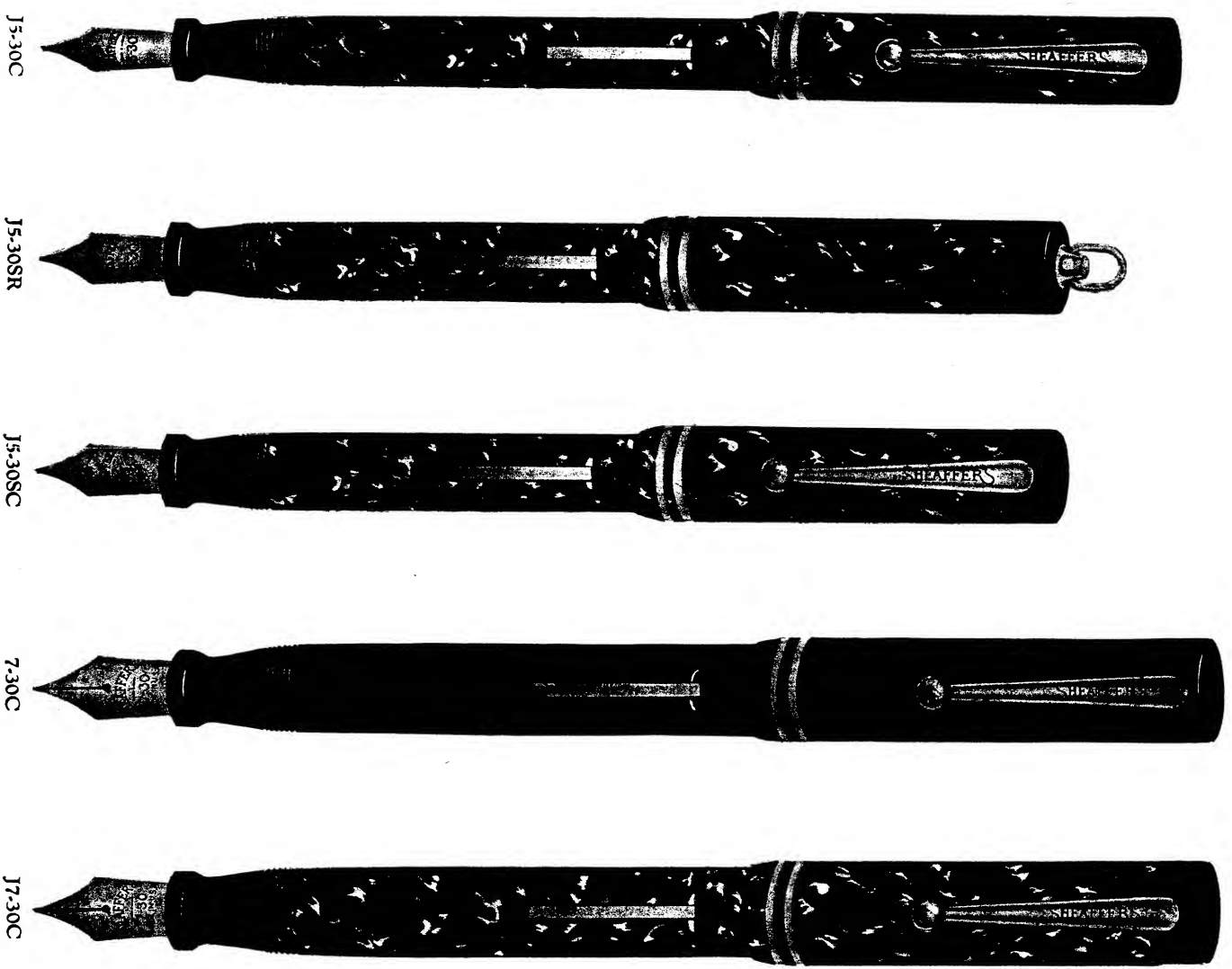
No. 5-30SC (Difak)—Same as No. J5-30SC, except color is jet black..... List \$5.00

No. 7-30C (Dikgf)—Jet black, unbreakable Radite, gold-filled bands, lever and clip. Long holder. Guaranteed 30 years if not misused. See illustration..... List \$7.00

No. J7-30C (Dimag)—Jade green, unbreakable Radite, gold-filled bands, lever and clip. Long holder. Guaranteed 30 years if not misused. See illustration..... List \$7.00

Furnished in semi-manifold nibs in extra fine, fine, medium, coarse, stub, bookkeeper, oblique, and T. U. points. Flexible points furnished on request.

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# SHEAFFER'S LIFETIME FOUNTAIN-PENS

Every Lifetime fountain-pen bears an unconditional guarantee of faultless writing service for the owner's lifetime. There is no equal in beauty or service. It is the pen that spends the most days in the writing hand and least in the repair shop. Therefore, more satisfied customers for Sheaffer dealers. The Lifetime pen is the highest priced pen on the market. It is worth more to user and dealer alike.

**J74SC (Abgag)**—Jade green unbreakable Radite with gold-filled band, clip and lever, short thin holder. See illustration. List \$7.50

**J74SR (Abgit)**—Jade green unbreakable Radite with gold-filled band, lever and ring, short thin holder. See illustration. List \$7.50

**J74TR (Abgub)**—Jade green unbreakable Radite with gold-filled ring, lever and band. Short black quill is fitted in end of barrel. See illustration. List \$7.50

**J8C (Abiag)**—Jade green unbreakable Radite with gold-filled band, lever and clip. Oversize long holder. See illustration. List \$8.75

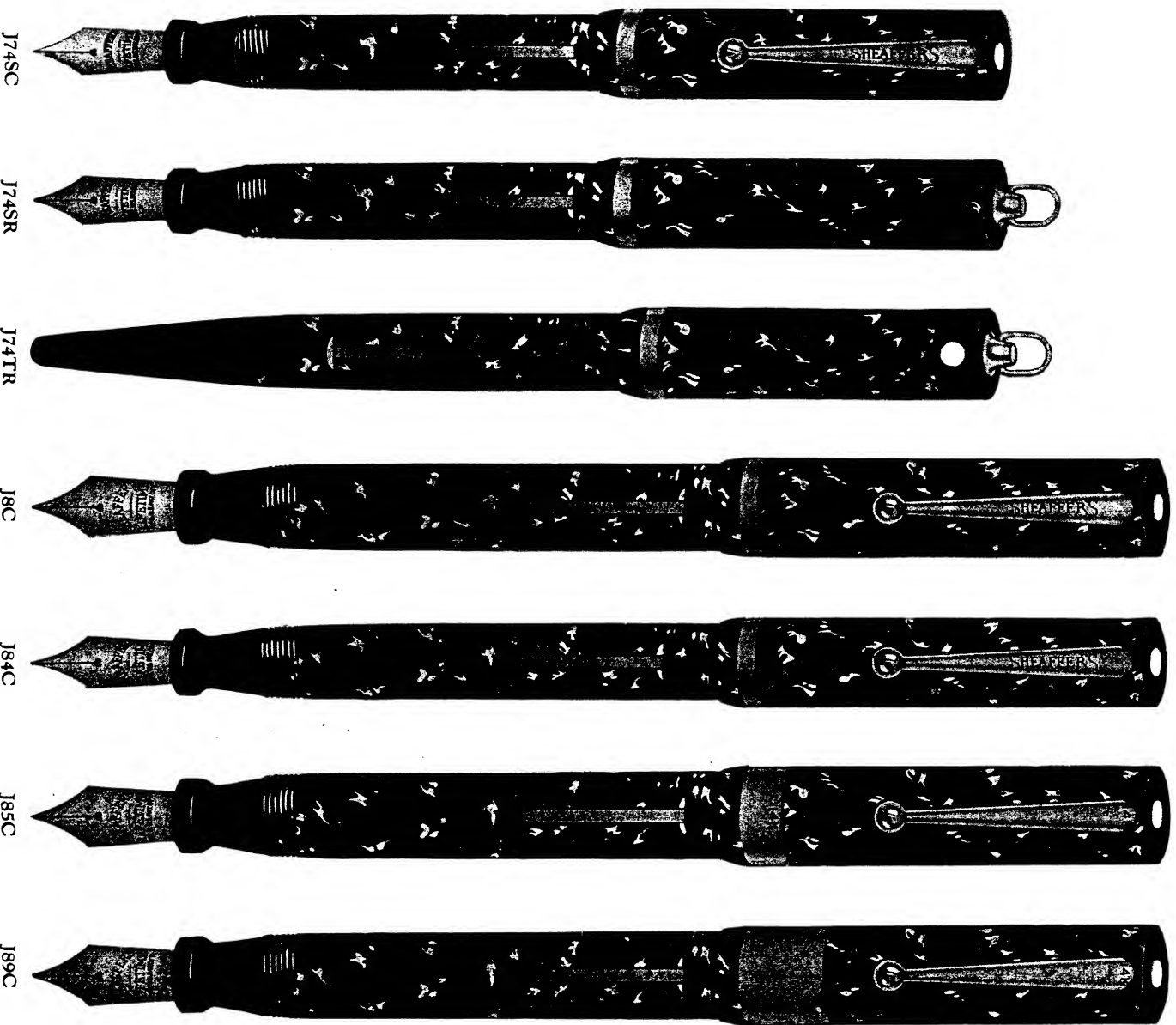
**J84C (Abkot)**—Jade green unbreakable Radite with gold-filled band, clip and lever. Thin model long holder. See illustration. List \$8.75

**J85C (Abmok)**—Jade green unbreakable Radite with 14 karat solid gold clip, and 1/4-inch band. Oversize long holder. See illustration. List \$12.00

**J89C (Abnix)**—Jade green unbreakable Radite with 14 karat solid gold clip, and 1/2-inch band. Oversize long holder. See illustration. List \$15.00

Furnished with Lifetime nibs in needle point, extra fine, fine, medium, coarse, stub, oblique and T. U. points.

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# SHEAFFER'S LIFETIME FOUNTAIN-PENS

74SC (Bacag)—Jet black unbreakable Radite with gold-filled band, clip and lever. Short thin holder. See illustration. . . . List \$7.50

74SR (Bagik)—Jet black unbreakable Radite with gold-filled band, lever and ring. Short thin holder. See illustration. . . . List \$7.50

8C (Bajfa)—Jet black unbreakable Radite with gold-filled band, clip and lever. Oversize long holder. See illustration. . . . List \$8.75

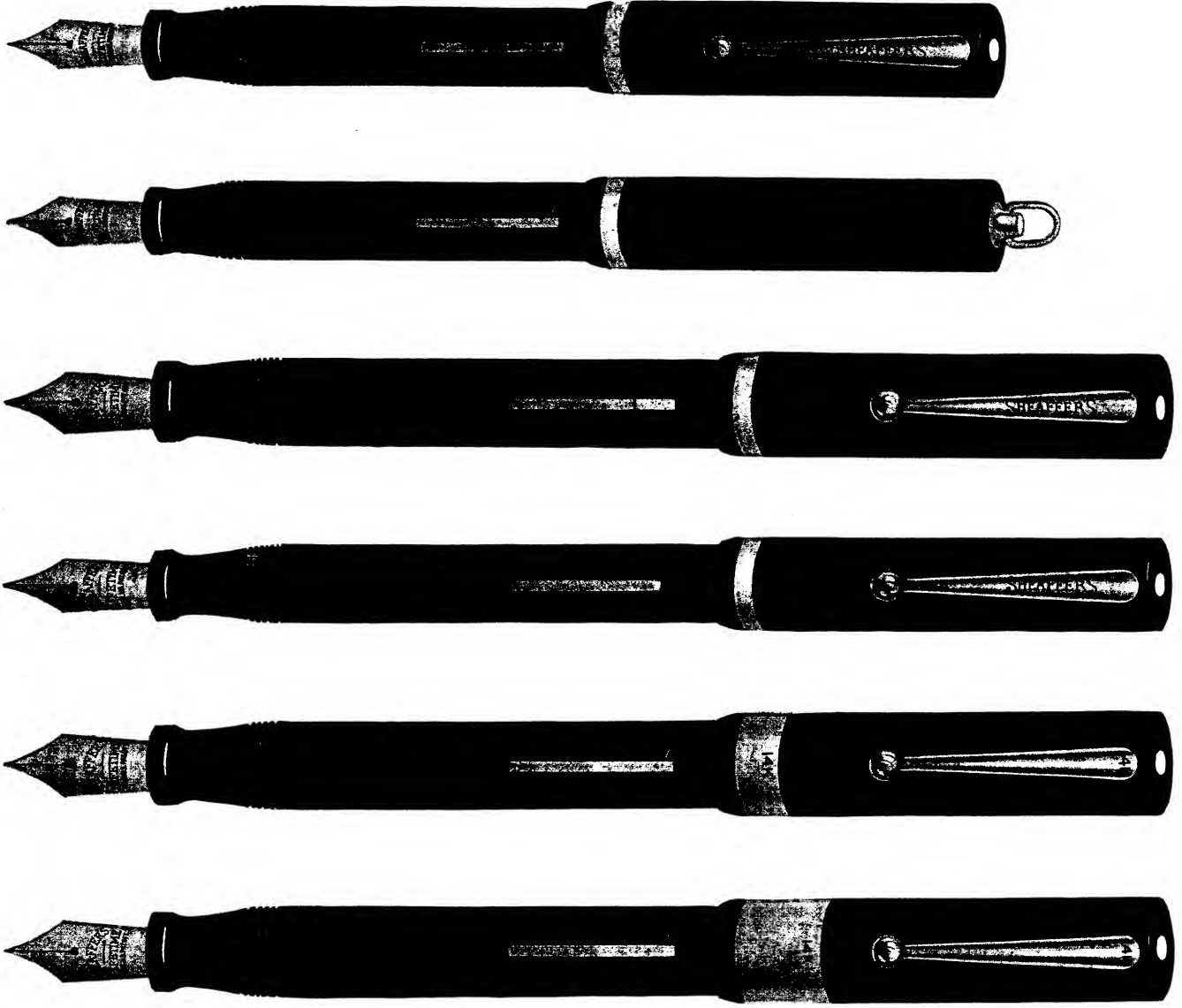
84C (Bibak)—Jet black unbreakable Radite with gold-filled band, clip and lever. Long thin holder. See illustration. . . . List \$8.75

85C (Bigox)—Jet black unbreakable Radite with 14 karat solid gold clip, and 1/4-inch band. Oversize long holder. See illustration. . . . List \$12.00

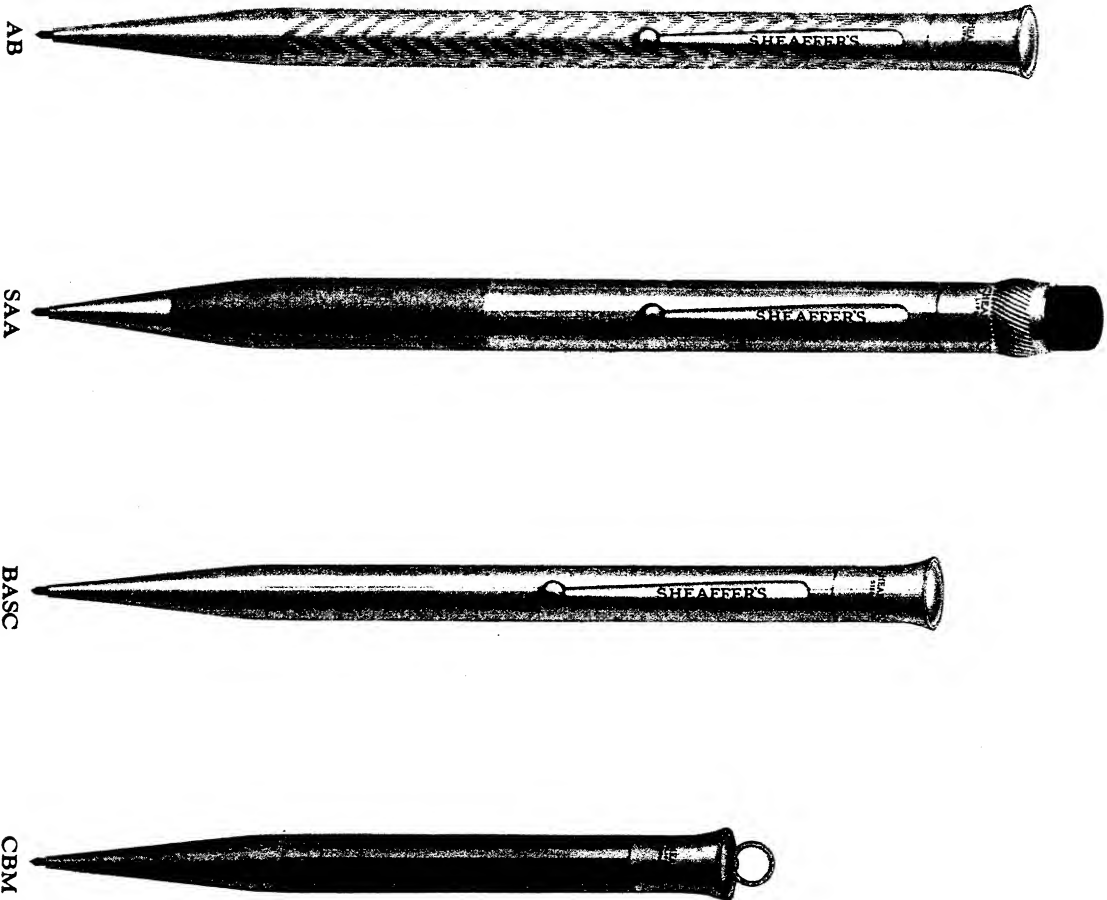
89C (Bojax)—Jet black unbreakable Radite with 14 karat solid gold clip and 1/2-inch band. Oversize long holder. See illustration. . . . List \$15.00

Furnished with Lifetime nibs in needle point, extra fine, fine, medium, coarse, stub, oblique and T. U. points.

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# SHEAFFER'S PROPEL-REPEL-EXPEL PENCILS

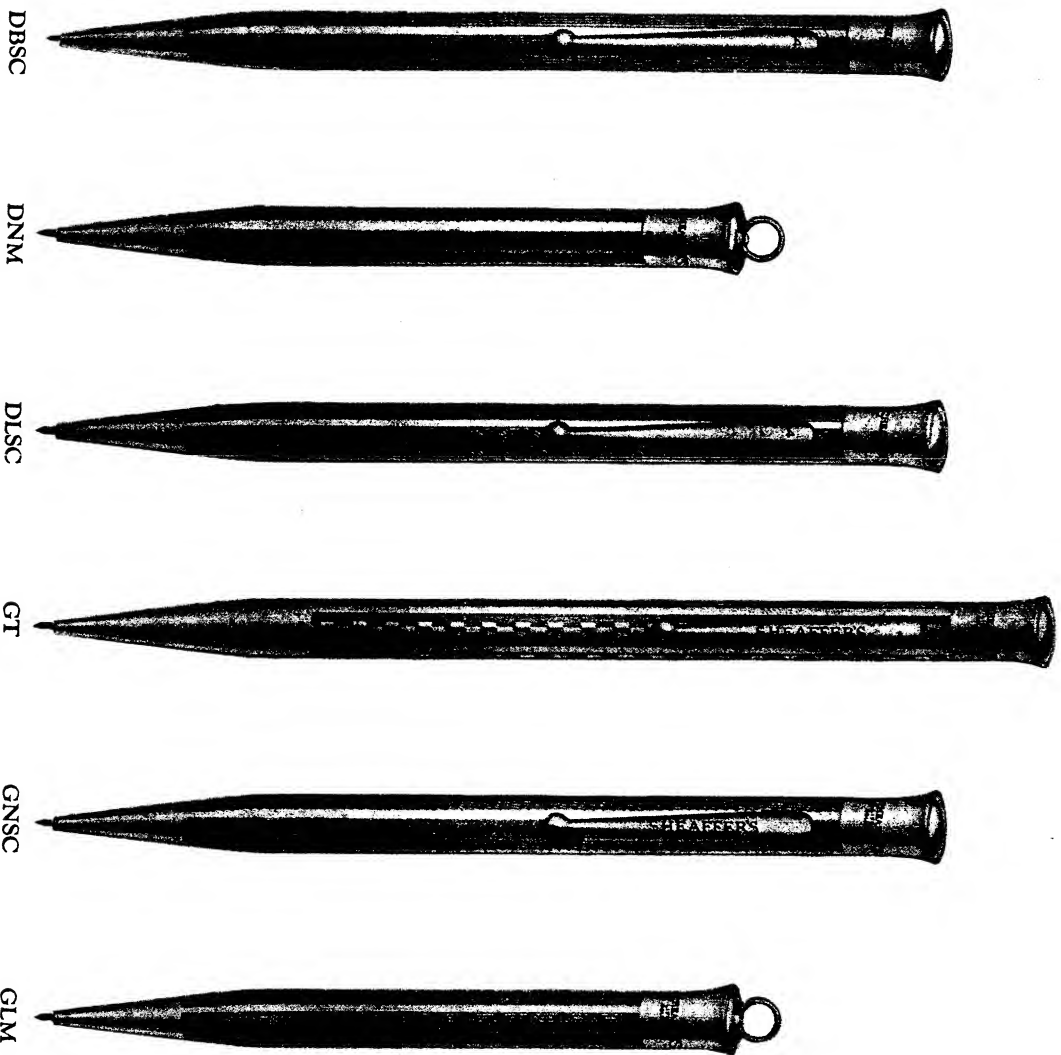


- AB (Gabbax)—Solid sili, chased, long with clip. See illustration. . . . . List \$11.50
- ABSC (Gacok)—Same as AB except short with clip. . . . . List \$11.50
- ABM (Gadla)—Same as AB except midget with ring. . . . . List \$11.50
- SAA (Gagab)—Solid sili, oversize barrel takes regular sized lead, long with clip, satin finish grip. See illustration. List \$1.00
- AAA (Gajbo)—Same as SAA, except lead is .076 Checking lead. . . . . List \$1.00
- AA (Gayiz)—Same as BASC, except solid sili, long with clip. . . . . List \$1.00
- AASR (Garmi)—Solid sili with satin finish grip, short with ring. . . . . List \$1.00
- AASC (Ganox)—Same as BASC, except solid sili. List \$1.00
- AAM (Gazbi)—Same as BASC, except solid sili, midget with ring. . . . . List \$1.00
- BA (Ganrk)—Same as BASC, except long with clip. List \$3.00
- BASC (Gakax)—Sterling silver plain, short with clip. See illustration. . . . . List \$3.00
- BAM (Gawab)—Same as BASC, except midget with ring. . . . . List \$2.50
- BPSC (Llong)—Same as BASC except hand engraved. . . . . List \$6.00
- BPM (Light)—Same as BASC except midget hand engraved. . . . . List \$5.50
- CA (Gatyk)—Same as BASC, except yellow gold filled, long with clip. . . . . List \$3.50
- CASC (Gamyva)—Same as BASC, except yellow gold filled. . . . . List \$3.50
- CAM (Gayon)—Same as BASC, except yellow gold filled, midget with ring. . . . . List \$3.00
- CB (Gijer)—Same as CBM, except long with clip. . . . . List \$4.00
- CBSC (Girax)—Same as CBM, except short with clip. . . . . List \$4.00
- CBM (Glabc)—Yellow gold filled, ribbon chasing, midget with ring. See illustration. . . . . List \$3.50
- GB (Gimob)—Same as CBM, except green gold filled, long with clip. . . . . List \$4.00
- GBSC (Givmo)—Same as CBM, except green gold filled, short with clip. . . . . List \$4.00
- GBM (Gigmo)—Same as CBM, except green gold filled. . . . . List \$3.50
- BB (Gikap)—Same as CBM, except sterling silver, long with clip. . . . . List \$3.50
- BBSC (Gitoa)—Same as CBM, except sterling silver, short with clip. . . . . List \$3.50
- BBM (Bibxa)—Same as CBM, except sterling silver. List \$3.00

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# SHEAFFER'S

PROPEL-REPEL-EXPEL  
PENCILS

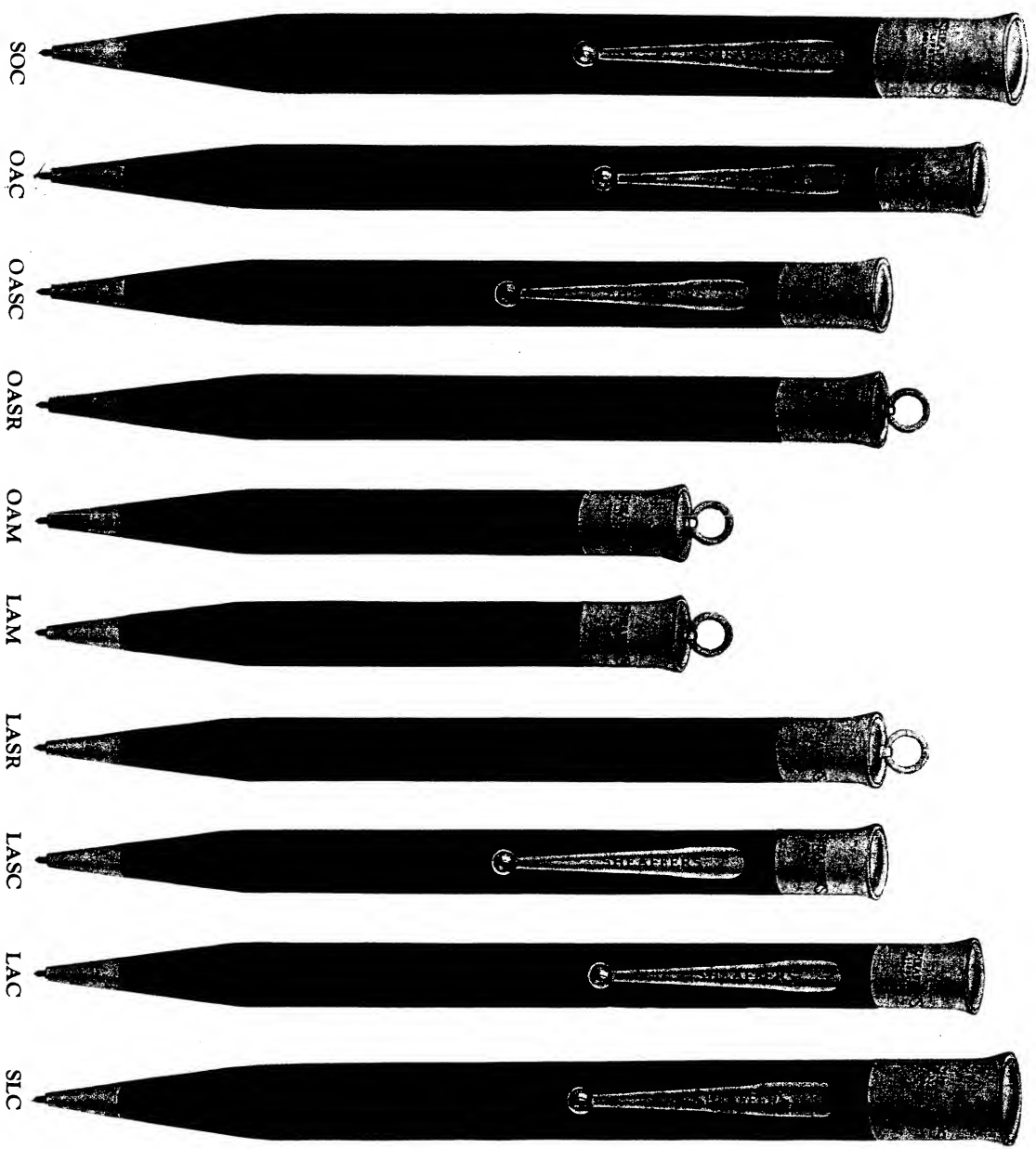


- DBSC (Jabax)—Solid green gold, ribbon chasing, short with clip. See illustration. List \$17.00
- DBM (Jafax)—Same as DBSC, except midget with ring. List \$12.00
- DNM (Jagek)—Solid green gold, brocaded chasing, midget with ring. See illustration. List \$13.00
- DNMC (Jajya)—Same as DNM, except short with clip. List \$19.00
- DLSC (Jakag)—Solid green gold, hand turned chasing, short with clip. See illustration. List \$19.00
- DLM (Jambo)—Same as DLSC, except midget with ring. List \$13.00
- GT (Jarnj)—Green gold filled, chain design chasing, long with clip. See illustration. List \$4.50
- GTSC (Jaryk)—Same as GT except short with clip. List \$4.50
- GTM (Jawaz)—Same as GT, except midget with ring. List \$4.00
- GNSC (Jaxgm)—Green gold filled, brocaded chasing, short with clip. See illustration. List \$4.50
- GN (Jazyc)—Same as GNSC, except long with clip. List \$4.50
- GNM (Jibox)—Same as GNSC, except midget with ring. List \$4.00
- GLM (Jigap)—Green gold filled, hand turned chasing, midget with ring. See illustration. List \$5.50
- GL (Jikya)—Same as GLM, except long with clip. List \$6.00
- GLSC (Jimob)—Same as GLM, except short with clip. List \$6.00

... 6 ...



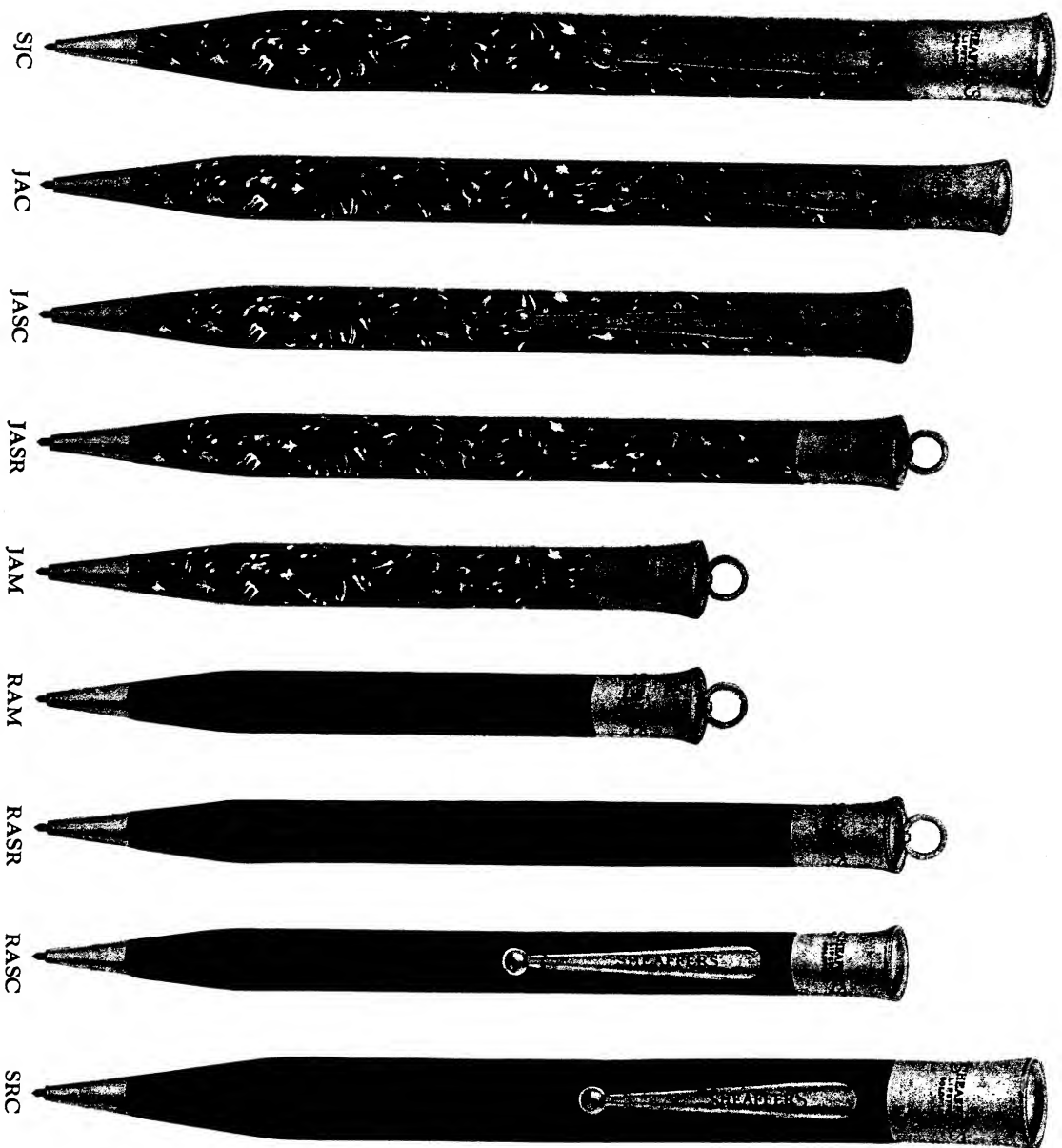
# SHEAFFER'S PROPEL-REPEL-EXPEL PENCILS



- SOC (Kabag)—Coral red unbreakable Radite, oversize with clip. Tip, cap and clip gold filled. See illustration. List \$3.75
- SOCO (Kagbo)—Same as SOC except .076 checking lead. List \$3.75
- OAC (Kajab)—Coral red unbreakable Radite, long with clip. Tip, cap and clip gold filled. See illustration. List \$3.25
- OASC (Kamoc)—Coral red unbreakable Radite, short with clip. Tip, cap and clip gold filled. See illustration. List \$3.25
- OASR (Karia)—Coral red unbreakable Radite, short with ring. Tip, cap and ring gold filled. See illustration. List \$3.25
- OAM (Karyk)—Coral red unbreakable Radite, midget with ring. Tip, cap and ring gold filled. See illustration. List \$3.00
- LAM (Kawgo)—Jet black unbreakable Radite, midget with ring. Cap, tip and ring gold filled. See illustration on List \$3.00
- LLM (Kavax)—Same as LAM except tip, cap and ring are 14 karat solid gold. List \$9.75
- LASR (Kibaz)—Jet black unbreakable Radite, short with ring. Cap, tip and ring gold filled. See illustration. List \$3.25
- LLSR (Kipbo)—Same as LASR except tip, cap and ring are 14 karat solid gold. List \$10.00
- LASC (Kikam)—Jet black unbreakable Radite, short with clip. Cap, tip and clip gold filled. See illustration. List \$3.25
- LLSC (Kimax)—Same as LASC except tip, cap and clip are 14 karat solid gold. List \$10.00
- LAC (Kinob)—Jet black unbreakable Radite, long with clip. Cap, tip and clip gold filled. See illustration. List \$3.25
- LLC (Kipad)—Same as LAC except tip, cap and clip are 14 karat solid gold. List \$10.00
- SLC (Kirkak)—Jet black unbreakable Radite, oversize with clip. Cap, tip and cl p gold filled. See illustration. List \$3.75
- SLLC (Kirkak)—Same as SLC except tip, cap and clip are 14 karat solid gold. List \$12.00
- SLCO (Kikno)—Same as SLC except .076 checking lead. List \$3.75

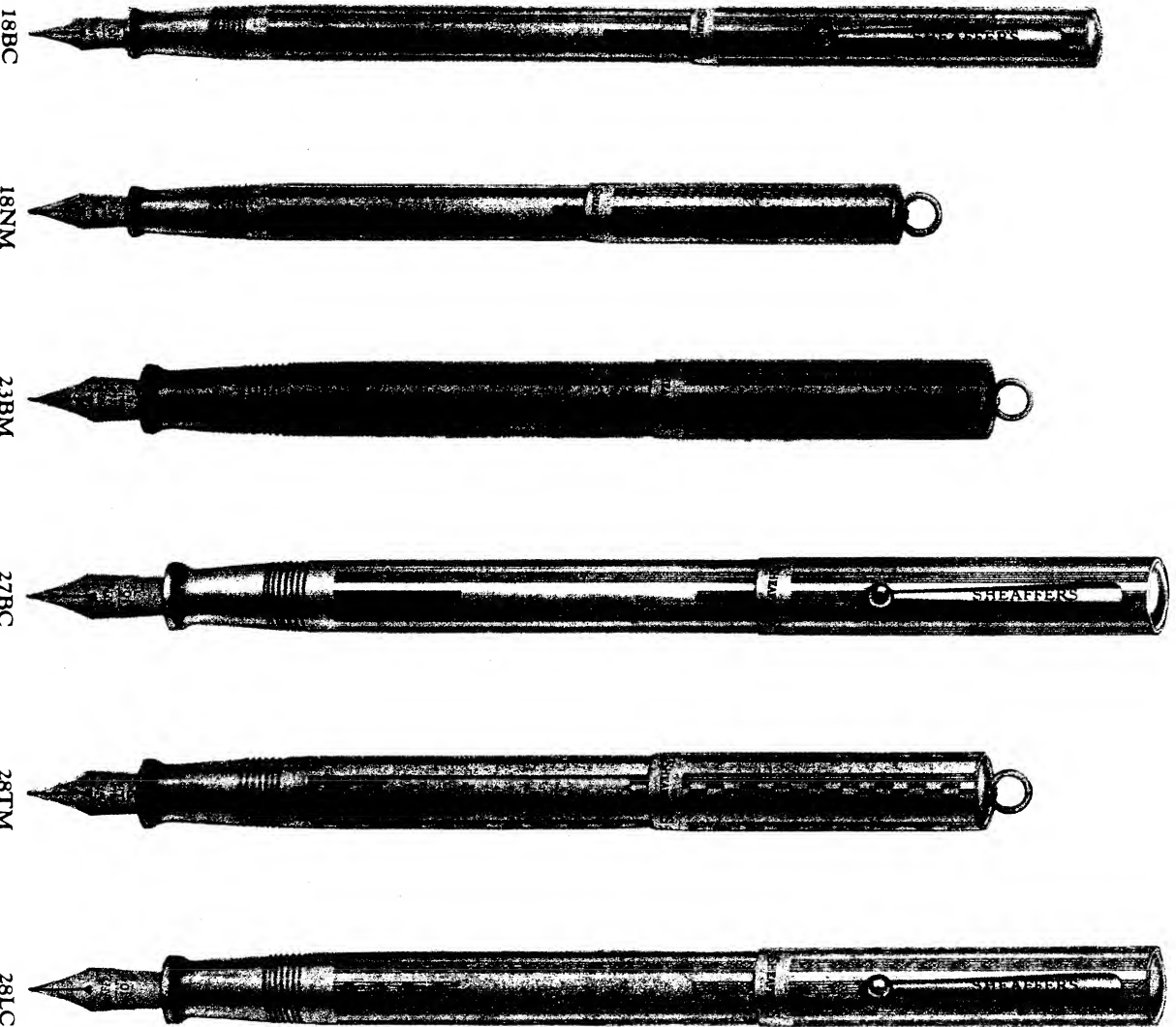
...and 7 more...

# SHEAFFER'S PROPEL-REPEL-EXPEL PENCILS



- SJC (Mabac)—Jade green unbreakable Radite, oversize, with clip. Tip, clip and cap gold filled. See illustration. List \$4.25
- SJC (Magoz)—Same as SJC except tip, clip and cap are 14 karat solid gold. List \$12.00
- SJCO (Maitle)—Same as SJC except .076 checking lead. List \$4.25
- JAC (Makox)—Jade green unbreakable Radite, long with clip. Tip, clip and cap gold filled. See illustration. List \$3.75
- JJC (Mama)—Same as JAC except tip, clip and cap are 14 karat solid gold. List \$10.00
- JASC (Mango)—Jade green unbreakable Radite, short with clip. Tip, clip and cap gold filled. See illustration. List \$3.75
- JJSC (Maquap)—Same as JASC except clip, tip and cap are 14 karat solid gold. List \$10.00
- JASR (Mara)—Jade green unbreakable Radite, short with ring. Tip, cap and ring are gold filled. See illustration. List \$3.75
- JJSR (Mauro)—Same as JASR except ring, tip and cap are 14 karat solid gold. List \$10.00
- JAM (Maxic)—Jade green unbreakable Radite, midjet with ring. Tip, cap and ring gold filled. See illustration. List \$3.50
- JJM (Mayid)—Same as JAM except tip, cap and ring are 14 karat solid gold. List \$9.75
- RAM (Mikad)—Cherry red, unbreakable Radite, midjet with ring. Tip, cap and ring gold filled. See illustration. List \$3.00
- RASR (Mijok)—Cherry red, unbreakable Radite, short with ring. Tip, cap and ring gold filled. See illustration. List \$3.25
- RASC (Mintox)—Cherry red, unbreakable Radite, 1/16" with clip. Tip, clip and cap gold filled. See illustration. List \$3.25
- SRC (Minag)—Cherry red, unbreakable Radite, oversize, with clip. Tip, clip and cap gold filled. See illustration. List \$3.75
- SRCO (Mirac)—Same as SRC except .076 checking lead. List \$3.75

••• 8 in. •••



# SHEAFFER'S ALL-METAL FOUNTAIN PENS

- No. 18BC (Larry)—Green gold filled, thin model long holder with clip, ribbon chasing. See illustration. List \$6.00
- No. 18NM (Lloyd)—Green gold filled, thin model midget holder with ring, brocade chasing. See illustration. List \$5.50
- No. 27BM (Fargo)—Sterling midget holder with ring, ribbon chasing. Same design as illustrated No. 23BM. List \$5.00
- No. 27BC (Figma)—Sterling, long holder with clip, ribbon chasing. See illustration. List \$6.00
- No. 27FM (Fuskam)—Sterling midget holder with ring, hand engraved chasing. List \$7.50
- No. 27FC (Fujigo)—Sterling, long holder with clip, hand engraved chasing. List \$9.00
- No. 23BM (Farmac)—Yellow gold filled, midget holder with ring, ribbon chasing. See illustration. List \$5.50
- No. 23BC (Fikjo)—Yellow gold filled, long holder with clip, ribbon chasing. Same design as illustrated No. 27BC. List \$6.50
- No. 28BM (Favaa)—Green gold filled, midget holder with ring, ribbon chasing. Same design as illustrated No. 23BM. List \$6.00
- No. 28BC (Fimag)—Green gold filled, long holder with clip, ribbon chasing. Same design as illustrated No. 27BC. List \$7.00
- No. 78BC (Fivna)—Green gold filled, long holder with clip, ribbon chasing. Same design as illustrated No. 27BC. List \$16.00
- No. 28TM (Fodka)—Green gold filled, midget holder with ring, chain design chasing. See illustration. List \$6.50
- No. 28TC (Fogam)—Green gold filled, long holder with clip, chain design chasing. Same design as illustrated No. 28TM. List \$7.50
- No. 28LC (Fokid)—Green gold filled, long holder with clip, hand turned chasing. See illustration. List \$10.00
- No. 28LM (Fojak)—Green gold filled, midget holder with ring, hand turned chasing. Same design as illustrated No. 28LC. List \$9.00
- No. 288BC (Fyaco)—Solid green gold, long holder with clip, ribbon line chasing, same design as illustrated No. 28LC. List \$35.00
- No. 288NC (Fyocj)—Solid green gold, long holder with clip, brocade chasing, same design as illustrated No. 18NM. List \$38.00
- No. 288LC (Fyoxa)—Solid green gold, long holder with clip, hand turned chasing, same design as illustrated No. 28LC. List \$38.00
- No. 788BC (Fyoma)—Solid green gold, long holder with clip, ribbon line chasing, same design as illustrated No. 27BC. List \$38.00
- No. 188BM (Fyaxo)—Solid green gold, thin model midget holder with ring, ribbon line chasing, same design as illustrated No. 23BM. List \$18.00
- No. 188NM (Fyokt)—Solid green gold, thin model midget holder with ring, brocade chasing, same design as illustrated No. 18NM. List \$19.00
- No. 188LM (Fyokid)—Solid green gold, thin model midget holder, with ring, hand turned chasing, same design as illustrated No. 28LC. List \$19.00

••• 9 •••

# SHEAFFER'S COMPLETE DESK SET

UNDOUBTEDLY the most beautiful equipment of its kind in all the world. Superb American walnut inlaid with brush-brass of exquisite design makes the six lovely pieces of companions for the remarkable Lifetime fountain-pens which cap the set. It gives to Sheaffer pens their right environment. And it has the adjustable Universal socket.

No. 300X (Nabeo)—Complete, with single desk set and one Lifetime desk fountain-pen, letter holder, hand blotter, one pair book ends, one large blotter pad, and letter opener. List \$75.00

No. 301X (Nagak)—Complete, with double desk set and two Lifetime desk fountain-pens, letter holder, hand blotter, one pair book ends, one large blotter pad, letter opener. List \$100.00  
Parts can be purchased separately, and each part is carefully packed in a Sheaffer's green-tint embossed box.

No. 300 (Najim)—Single Desk Set Spanish Gallion Design, with one Lifetime desk fountain-pen. List \$25.00

No. 301 (Nakag)—Double Desk Set, Spanish Gallion Design, with two Lifetime desk fountain-pens. List \$50.00

No. 300A (Nambo)—Letter holder to match balance of set, Spanish Gallion Design. List \$11.00

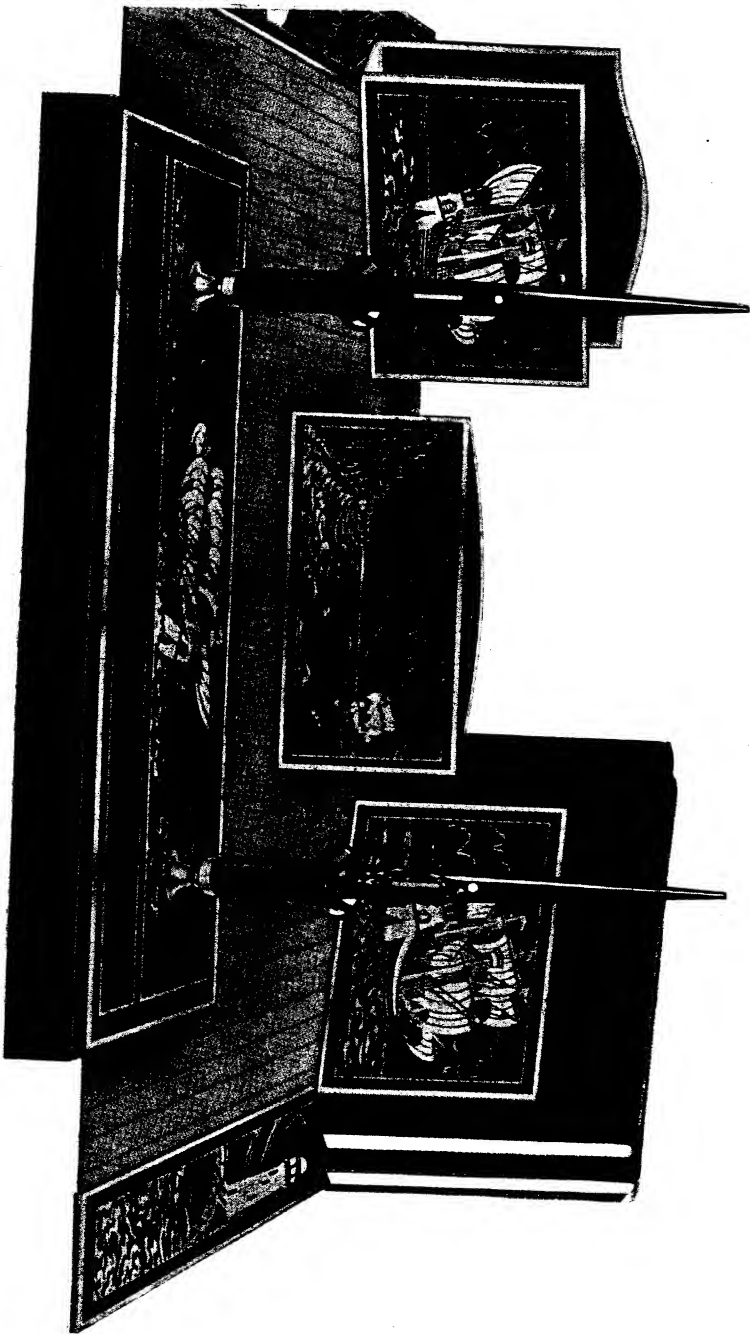
No. 300B (Nancy)—Hand blotter to match balance of set, Spanish Gallion Design. List \$9.00

No. 300C (Napoz)—One pair book ends to match balance of set, Spanish Gallion Design. List \$12.00

No. 300D (Naxam)—Large blotter pad to hold 19x24 standard size blotter, Spanish Gallion Design. List \$12.00

No. 300E (Navej)—Brass letter opener, Spanish Gallion Design. List \$6.00

301X



••• 10 •••

# SHEAFFER'S

## DESK FOUNTAIN-PENS

**B74 (Oagbo)**—Jet black unbreakable Radite, standard size holder with Lifetime nib. See illustration..... List \$8.00

**5-30D (Grace)**—Same as B74 except the pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot..... List \$5.50

**J74 (Oakox)**—Jade green unbreakable Radite, standard size holder with Lifetime nib. See illustration..... List \$8.00

**J5-30D (Henry)**—Same as J74 except the pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot..... List \$5.50

**B74M (Oamix)**—Jet black unbreakable Radite, standard size holder mounted with three narrow, gold filled bands and Lifetime nib. See illustration..... List \$8.50

Furnished in extra fine, fine, medium, coarse, stub, bookkeeper, oblique and T. U. Points.

..ΦH II MΦ..



B74

J74

B74M

# SHEAFFER'S

## DESK FOUNTAIN-PENS



**T74 (Oarya)**—Jet black unbreakable Radite. Thin model holder with Lifetime nib. See illustration. . . . . List \$8.00

**T5-30D (Agnes)**—Same as T74 except pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot. . . . . List \$5.50

**TJ74 (Oavje)**—Jade green unbreakable Radite. Thin model holder with Lifetime nib. See illustration. . . . . List \$8.00

**TJ5-30D (Allan)**—Same as TJ74 except pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot. . . . . List \$5.50

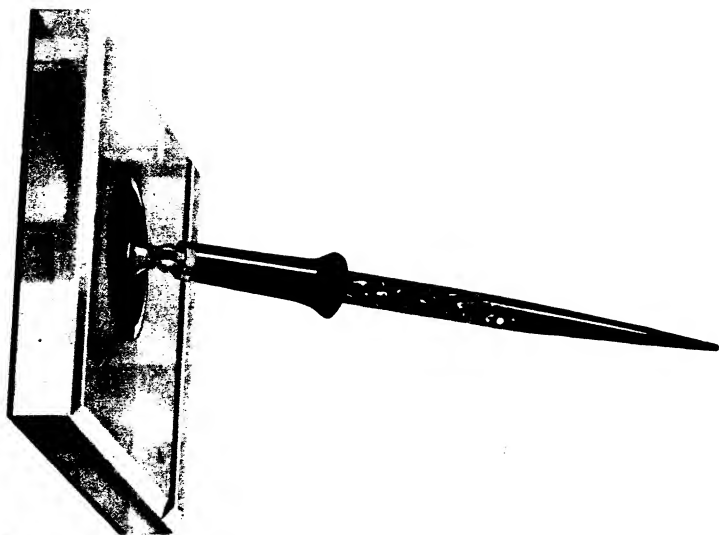
**TB74M (Oaxka)**—Jet black unbreakable Radite. Thin model holder with Lifetime nib, and mounted with three gold filled bands. See illustration. . . . . List \$8.50

**TB5-30M (Freda)**—Same as TB74M except pen is not a Lifetime desk fountain-pen. The nib is a number 5-30 and the holder is not marked with the white dot. . . . . List \$6.00

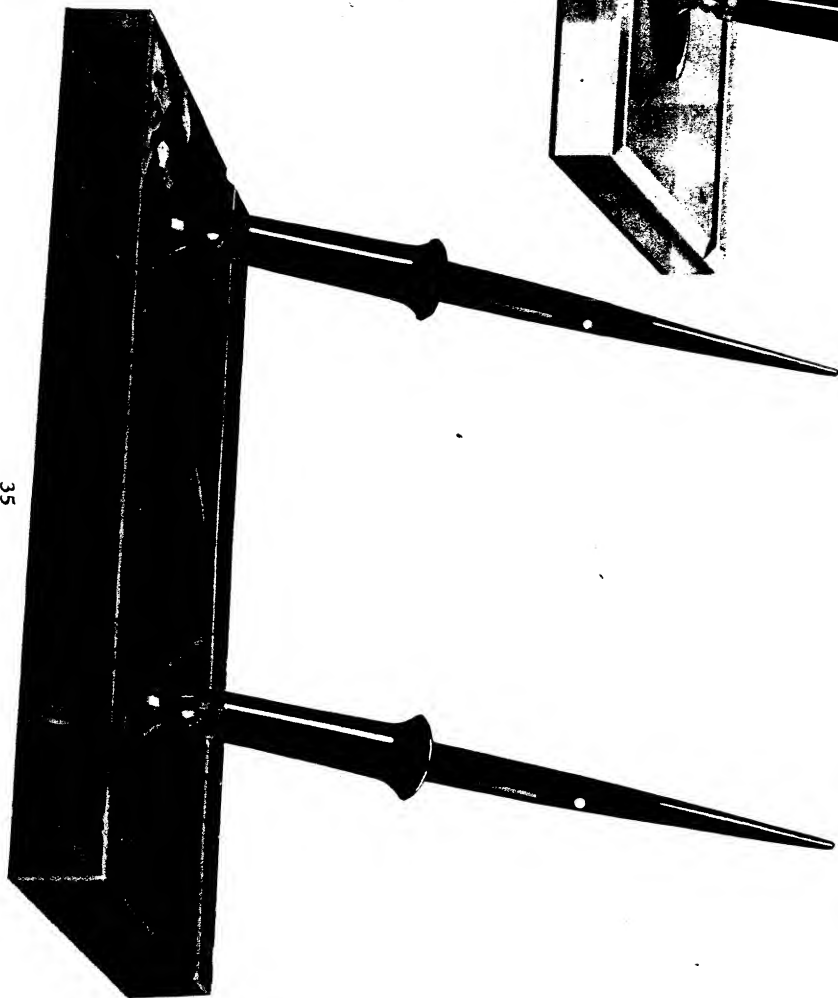
Furnished in extra fine, fine, medium, coarse, stub, bookkeeper, oblique and T. U. points.

••• 12 in. •••

# SHEAFFER'S DESK FOUNTAIN-PEN SETS



16



35

- No. 16 (Rahbi)—Single, with base of imported crystal clear plate glass, 5½ x 7 x 4 inches. Receptacle of jet unbreakable Radite. Furnished with one Jade Lifetime desk fountain pen. See illustration. . . . . List \$15.00
- No. 116 (Racma)—Same as No. 16 except pen furnished is No. J5-30D, guaranteed for 30 years if not misused. List \$12.50
- No. 13 (Rafay)—Same as No. 16 except base is of jet black Carrara glass. . . . . List \$15.00
- No. E-13 (Rasak)—Same as No. 16 except base is of jet black Carrara glass decorated with 18 karat gold corner design permanently fired on. . . . . List \$16.00
- No. 113 (Ragmo)—Same as No. 16 except base is of jet black Carrara glass and pen furnished is No. J5-30D, guaranteed for 30 years if not misused. . . . . List \$12.50
- No. 18 (Rakhi)—Same as No. 16 except base is of genuine Italian gold and black marble. . . . . List \$16.00
- No. 118 (Ramxa)—Same as No. 16 except base is of genuine Italian gold and black marble. Pen is No. J5-30D, guaranteed 30 years if not misused. . . . . List \$13.50
- No. 35 (Ratex)—Double, with base of genuine Italian gold and black marble 10 x 5½ x 1 inches. Receptacles of jet black unbreakable Radite and pens furnished are matched Sheffer Lifetime desk fountain-pens. See illustration. . . . . List \$32.00
- No. 135 (Rayon)—Same as No. 35 except pens furnished are No. 5-30D's, guaranteed for 30 years if not misused. . . . . List \$27.00
- No. 15 (Rakki)—Same as No. 35 except base is of jet black Carrara glass. . . . . List \$30.00
- No. 115 (Razam)—Same as No. 35 except base is of jet black Carrara glass and pens furnished are No. 5-30D's, guaranteed for 30 years if not misused. . . . . List \$25.00

### Trophy Desk Fountain-Pen Sets

- No. 13S (Sairt)—Single desk fountain pen set, same as No. 16 except base is jet black Carrara glass and equipped with sterling silver oval plate 2¼ x 3 inches for engraving names and history of event. A practical, useful trophy. The Universal fixture is silver plated to match. With Jade Lifetime desk fountain pen. . . . . List \$25.00
- No. 15S (Sarik)—Double desk fountain pen set, same as No. 35 except base is jet black Carrara glass and equipped with sterling silver oval plate 2¼ x 3 inches for engraving names and history of event. The Universal fixtures are silver plated to match. With two Lifetime desk fountain-pens. . . . . List \$40.00

••• 13 •••



# SHEAFFER'S DESK FOUNTAIN-PEN SETS

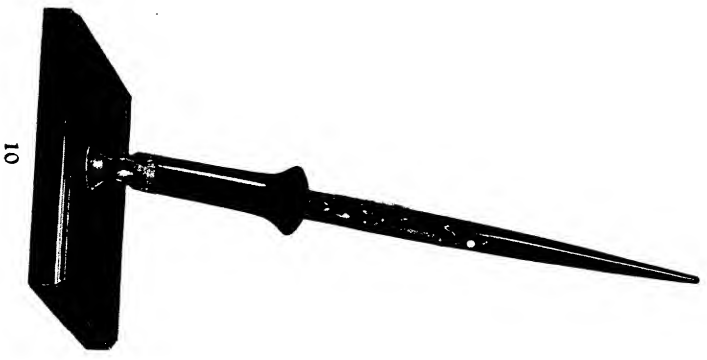
No. 10 (Sabna)—Single, with jet black unbreakable Radite base and receptacle, the pen is a Jade Lifetime desk fountain-pen. Base measures  $3\frac{3}{4}$  inches square by  $\frac{1}{2}$  inch thick. See illustration..... List \$10.00

No. 110 (Sagko)—Same as No. 10 except pen furnished is No. J5-30D guaranteed for 30 years if not misused..... List \$7.50

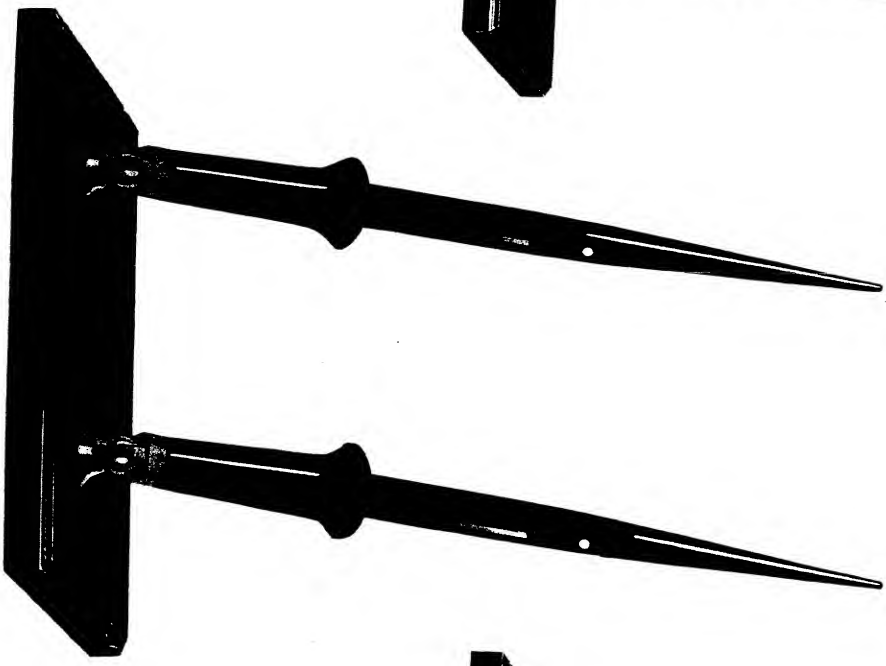
No. 19 (Sakag)—Double, with jet black unbreakable Radite base and receptacles. Base measures  $3\frac{3}{4}$  x  $5\frac{3}{4}$  x  $\frac{1}{2}$  inches. The pens are matched Lifetime desk fountain-pens. See illustration..... List \$20.00

No. 119 (Samxb)—Same as No. 19 except pens furnished are No. 5-30D and guaranteed for 30 years if not misused..... List \$15.00

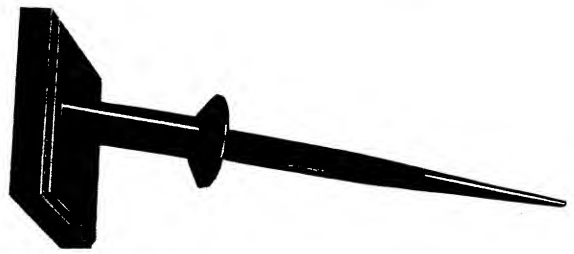
No. 211 (Satan)—Single Radite base, size  $3\frac{1}{8}$  x  $2\frac{3}{8}$  x  $\frac{1}{2}$  inches, equipped only with No. 3-25 short black desk pen and standard socket..... List \$4.00



10



19



211

••◆◆ 14 ◆◆••

# SHEAFFER'S

## DESK FOUNTAIN-PEN SETS FOR HOTELS

FOR the advertisingly-inclined merchant desirous of bringing his business to the attention of travelers and for the hotel dedicated to guest-service, Sheaffer has designed special sets in five styles.

Four of these styles are for the merchant. A generous space is set aside for the merchant's ad. The ad is always in a most prominent position and the sets are designed to bear this ad and for use at the hotel register desk, where incoming travelers may read of the merchant's service. Particularly well adapted for cleaning establishments, laundries, messenger service, barbers, taxi companies, and other businesses closely allied with hotels.

Spring and chain attachments are supplied as standard equipment on all sets. If the spring and chain attachment is not wanted, or if a long (24 inch) chain is desired the order must so specify.

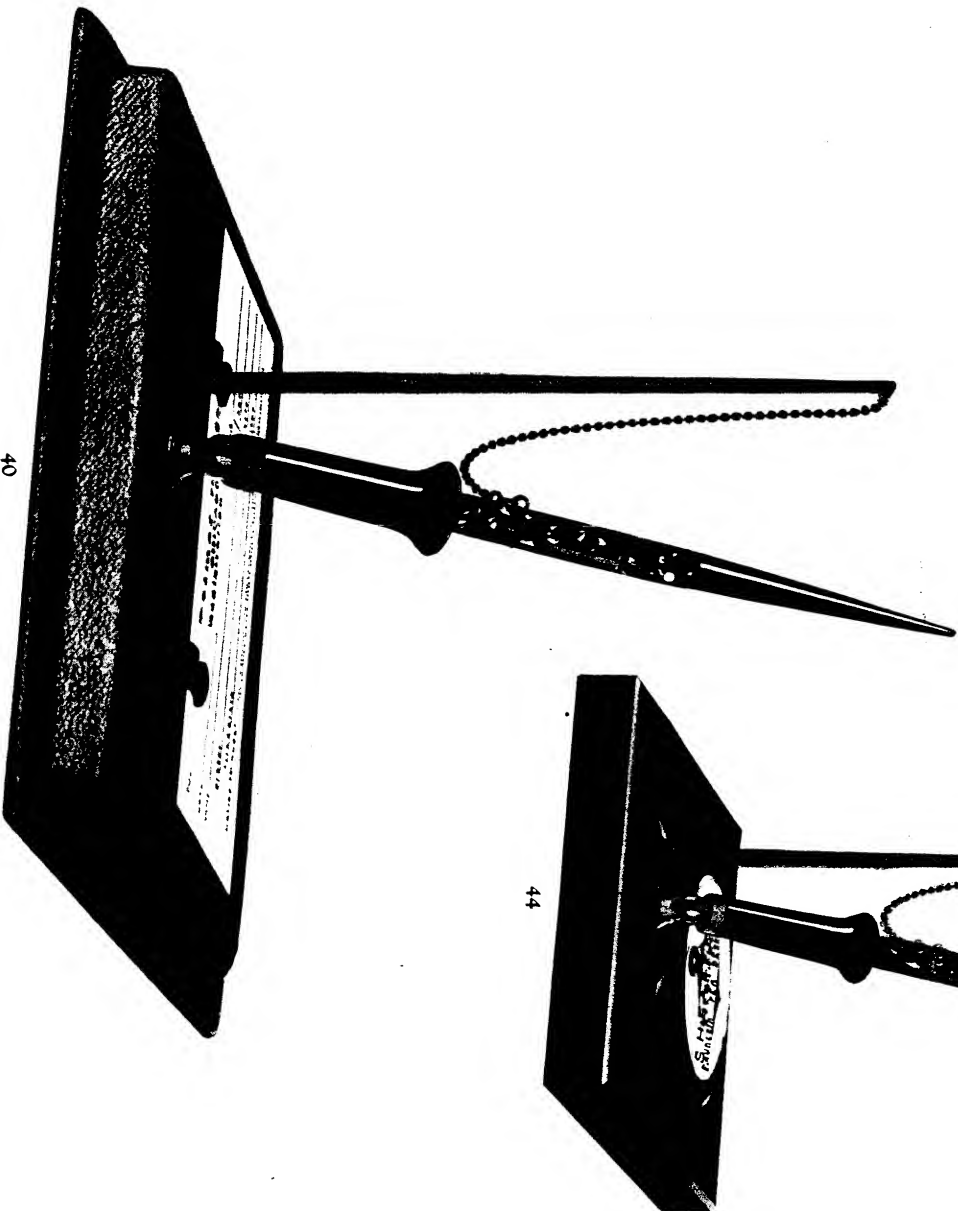
The No. 40 set is designed for the hotel using the card registering system. Spring steel clips hold the register card in place and the Lifetime desk fountain-pen rests in ready writing position in the unbreakable receptacle. Base covered with pin seal black leather.

**No. 40 (Paquek)**—Patent. For hotels using the card registering system. Base measures 3 1/2 x 4 inches and covered with best grade black pin seal leather. Receptacle of jet black unbreakable Radite. Complete with one jade Lifetime desk fountain-pen. See illustration. List \$25.00

**No. 44 (Pakya)**—Single set, base of jet black Carrara glass either highly polished or satin finish, size 3 1/2 x 3 1/4 inches. Receptacle of jet black unbreakable Radite. Space for ad measures 3 1/2 inches in diameter. Hand colored glass ad furnished. Complete with one jade Lifetime desk fountain-pen. See illustration. List \$22.50

**No. 45 (Panno)**—Same as No. 44 except the glass disc furnished for ad is plain. List \$20.00

...Circle 13 on Card...



40

44

# SHEAFFER'S

## DESK FOUNTAIN-PEN SETS FOR HOTELS

THE double hotel desk set with two matched Lifetime desk fountain-pens provides generous space in the center of the base, for the advertisement of the merchant contributing the desk set to the hotel.

Bases are of jet black Carrara glass. The receptacles and Lifetime pens are of unbreakable Radite, guaranteed for a lifetime.

This plan should enable any Sheaffer account to sell many local merchants one or more of either the single or double desk fountain-pen sets for advertising purposes.

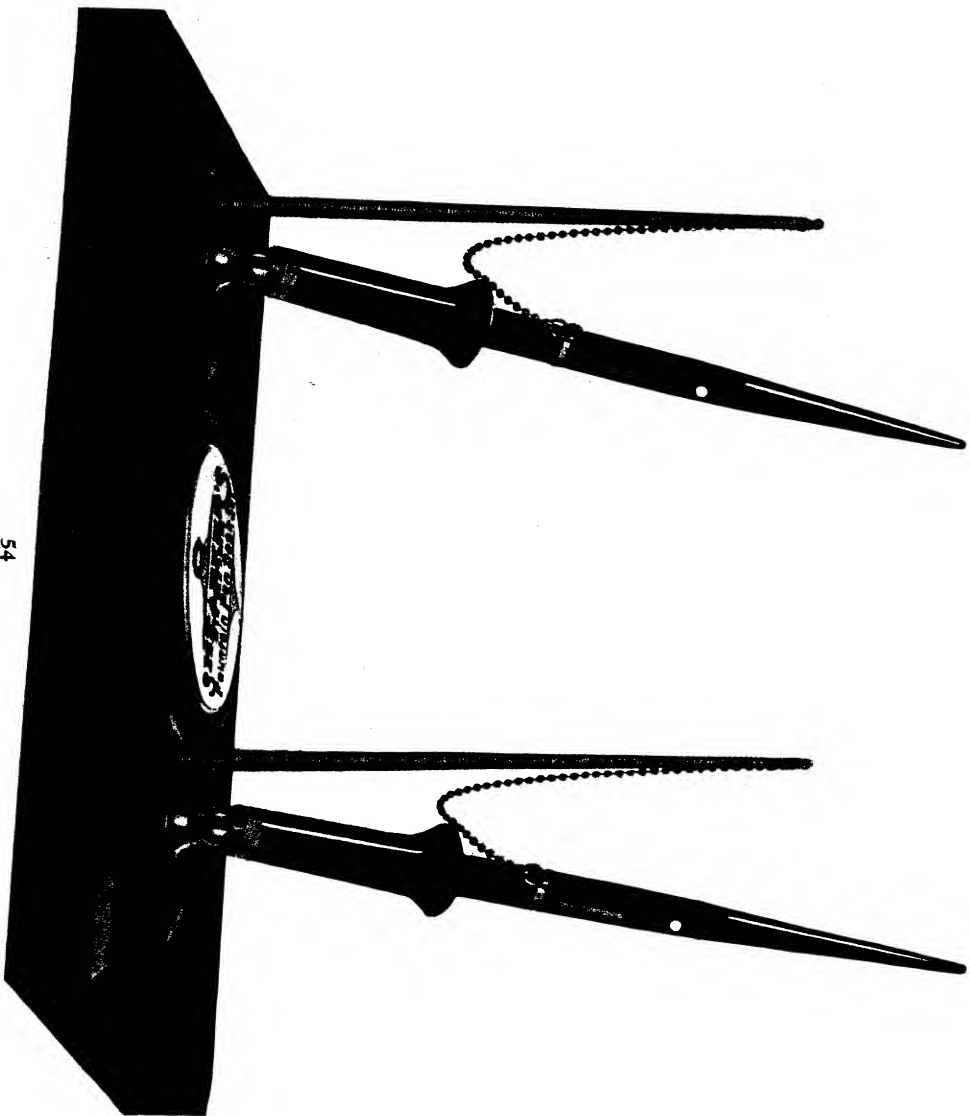
The hotel, bank, library or other semi-public place, would be happy indeed to receive one of these sets. And the publicity accorded the merchant's ad will repay him many times over for the initial cost of the set.

Space set aside for the glass ad is  $3\frac{1}{2}$  inches in diameter. The design is hand decorated in many colors.

Spring and chain attachments are supplied as standard equipment on all sets. If the spring and chain attachment is not wanted, or if a long (24 inch) chain is desired the order must so specify.

**No. 54 (Qakob)**—Double set with individual hand colored glass ad and two matched Lifetime desk fountain-pens. Base 10 x  $5\frac{1}{2}$  x 1. See illustration..... List \$37.50

**No. 55 (Quick)**—Same as No. 54 except that glass disc for ad is not decorated, furnished plain..... List \$35.00



54

••◆ 16 ◆••

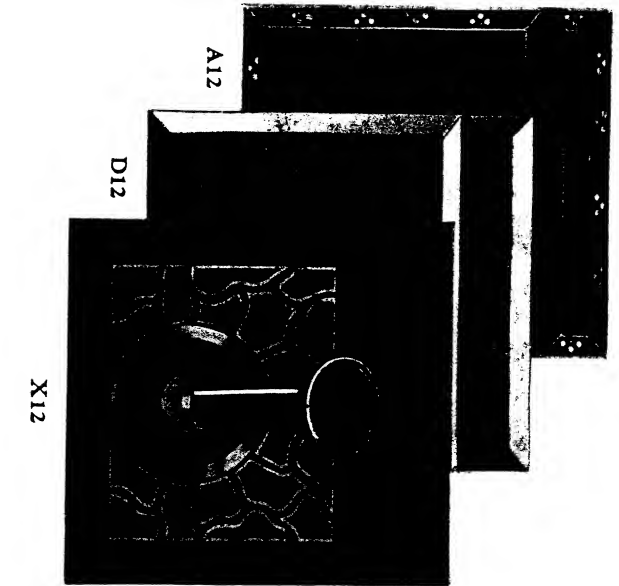
# SHEAFFER'S

DESK  
FOUNTAIN-PEN SETS  
(HAND DECORATED)

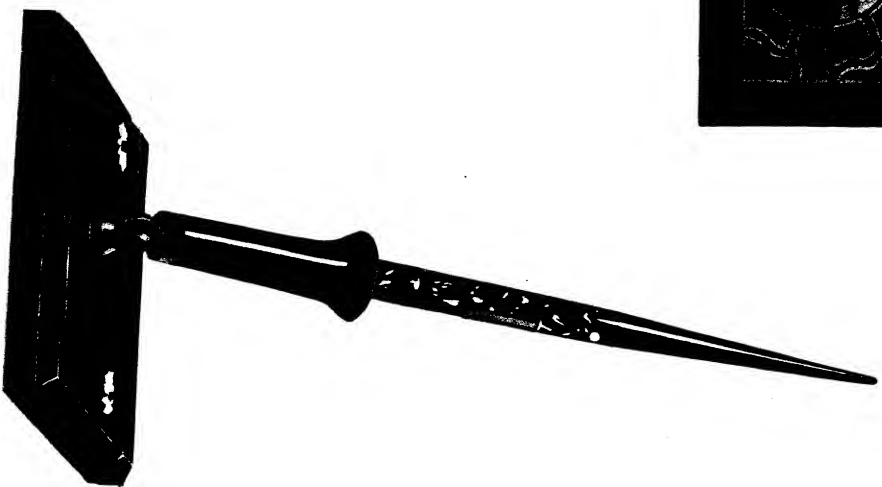
UNUSUAL period designs in colorful enamels are permanently fired on the aristocratic jet black Carrara glass bases.

The bases measure  $4\frac{1}{4}$  x  $3\frac{3}{4}$  x  $\frac{5}{8}$  inches. The receptacles are of jet black unbreakable Radite.

Sheaffer's hand decorated desk fountain-pen sets were designed originally to appeal to feminine tastes and dealers have discovered an enthusiastic reception for them from the massive home market.



X12



C12

No. A12 (Tagab)—Florentine pattern of permanent enamel, hand painted on jet black base of Carrara glass. Complete with jade Lifetime desk fountain-pen. See illustration. List \$15.00

No. A112 (Tajog)—Same as No. A12 except pen furnished is No. J5-30D guaranteed for 30 years if not misused. List \$12.50

No. D12 (Tawix)—Rex design, glass base is completely covered with 18 karat gold fired on, complete with Jade Lifetime desk fountain-pen. See illustration. List \$16.00

No. D112 (Taxok)—Same as No. D12 except pen furnished is No. J5-30D guaranteed for 30 years if not misused. List \$13.50

No. X12 (Takim)—Patrician pattern of permanent enamel, hand painted on jet black base of Carrara glass. Complete with jade Lifetime desk fountain-pen. See illustration. List \$15.00

No. X112 (Tamax)—Same as No. X12 except pen furnished is No. J5-30D guaranteed for 30 years if not misused. List \$12.50

No. C12 (Tarsio)—Elizabethan pattern of permanent enamel, hand painted on jet black base of Carrara glass. Complete with Jade Lifetime desk fountain-pen. See illustration. List \$15.00

No. C112 (Tavod)—Same as No. C12 except pen furnished is No. J5-30D guaranteed for 30 years if not misused. List \$12.50

••• 17 •••

# SHEAFFER'S

## DESK FOUNTAIN-PEN VANITY SETS

ONLY the actual pieces can fully convey the richness of Sheaffer's cloisonne enamel vanity desk fountain-pen sets.

The line is composed of four beautiful numbers, each differing only in finish and price. The base is  $3\frac{1}{2}$  x  $3\frac{3}{4}$  x  $\frac{3}{4}$  inches, carefully padded on under side with heavy green felt. The receptacle is unbreakable jet black Raditec, and the base is covered almost entirely with sterling or gold filled material.

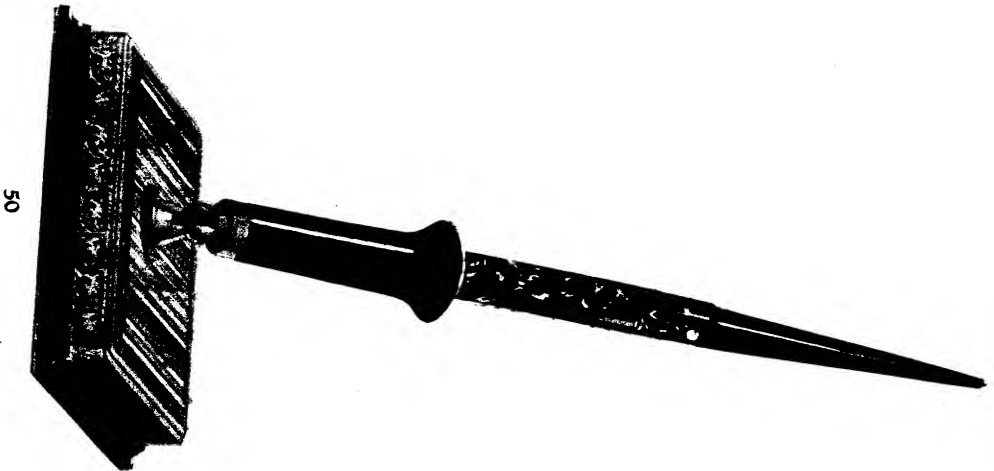
Dealers everywhere have found new profit in these Vanity sets. Feminine enthusiasm becomes high-pitched at the sight of this line and a mere display will prove to you the profit possibilities of these high-class numbers.

**No. 50 (Union)**—Yellow gold-filled beautifully chased, a rich blind-embossed border around edge sets off the top and deep tooled decorative depressions grace each side of base. Size  $3\frac{1}{2}$  x  $3\frac{3}{4}$  x  $\frac{3}{4}$ . Furnished with one Jade Lifetime desk fountain-pen. See illustration. List \$18.00

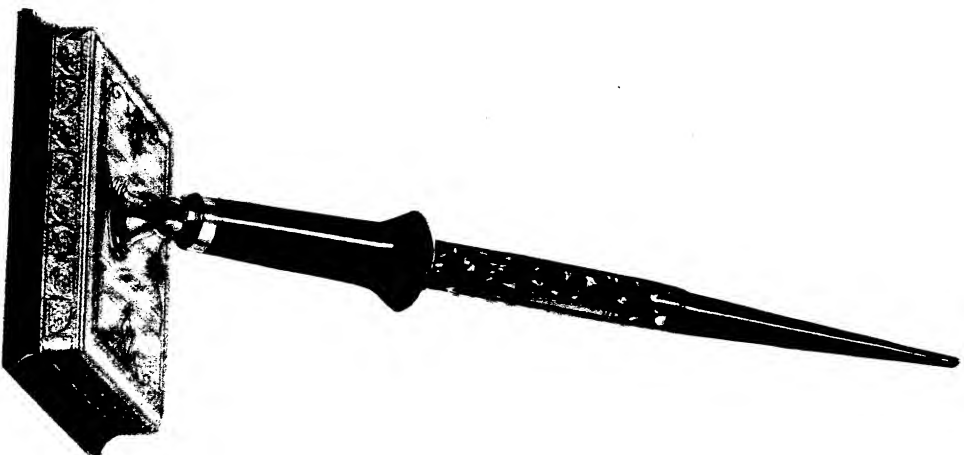
**No. 51 (Uwage)**—Same as No. 50 except base is white gold filled trimmed with green gold. Complete with one Jade Lifetime desk fountain-pen. List \$18.00

**No. 60 (Uxgob)**—Sterling silver, cloisonne enamel base. Delicate green tinted border  $\frac{1}{8}$  inch in width around edge finishes face of base. Size  $3\frac{1}{2}$  x  $3\frac{3}{4}$  x  $\frac{3}{4}$ . Complete with one Jade Lifetime desk fountain-pen. See illustration. List \$25.00

**No. 61 (Uybog)**—Same as No. 60 except the  $\frac{1}{8}$  inch border around edge of face is of jet black cloisonne enamel. Complete with one Jade Lifetime desk fountain-pen. List \$25.00



50



60

••• 18 •••

# SHEAFFER'S

## DESK

### FOUNTAIN-PEN SETS

No. BL12M (Viaka)—Single, base  $3\frac{1}{2}$  x  $5\frac{1}{2}$  x  $3\frac{3}{4}$  inches, jet black glass mirror finish, jet black Radite receptacle mounted with three plain gold filled bands. Jet black Lifetime desk fountain-pen mounted with three gold filled bands. See illustration. . . . List \$12.00

No. TBL12M (Vigor)—Same as No. BL12M except pen is thin model. . . . List \$12.00

No. L12 (Vikoa)—Same as No. BL12M except pen is Jade Lifetime and neither pen nor receptacle is mounted. . . . List \$11.00

No. L112 (Vimac)—Same as No. BL12M except pen furnished is No. jade 5-30D and neither pen nor receptacle is mounted. . . . List \$8.50

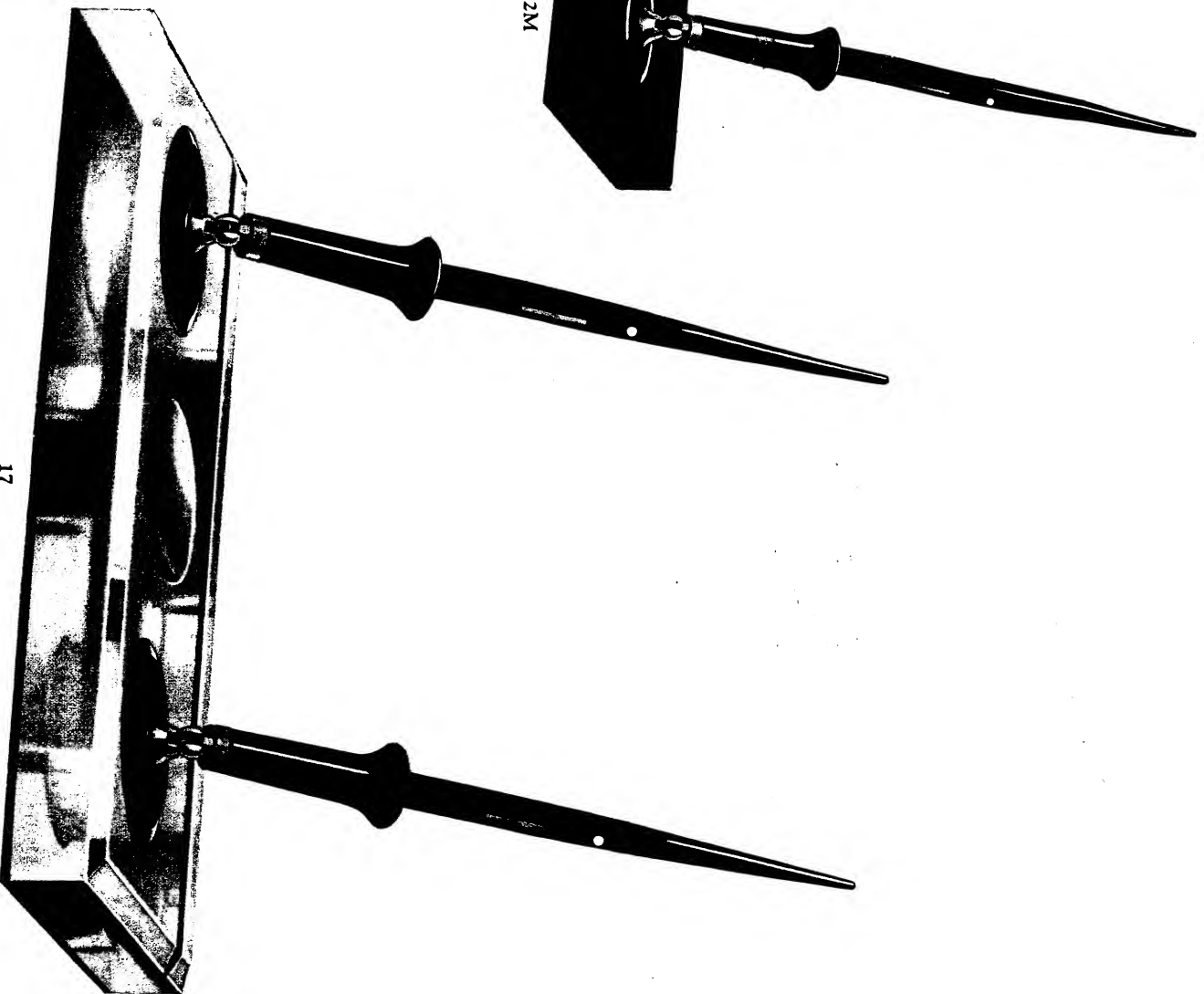
No. 6 (Vink)—Same as BL12M except base is crystal clear plate glass, pen furnished is Jade Lifetime desk fountain-pen, and neither pen nor receptacle is mounted. . . . List \$11.00

No. 106 (Viab)—Same as No. BL12M except base is crystal clear plate glass, and pen is No. jade 5-30D guaranteed for 30 years if not misused. Neither pen nor receptacle is mounted. . . . List \$8.50

No. 17 (Viwog)—Double, base  $10$  x  $5\frac{1}{2}$  x  $1$  inches of crystal plate glass. Pens furnished are Lifetime desk fountain-pens. See illustration. . . . List \$30.00

No. 117 (Rikab)—Same as No. 17 except pens furnished are No. 5-30D's, guaranteed 30 years if not misused. . . . List \$25.00

BL12M

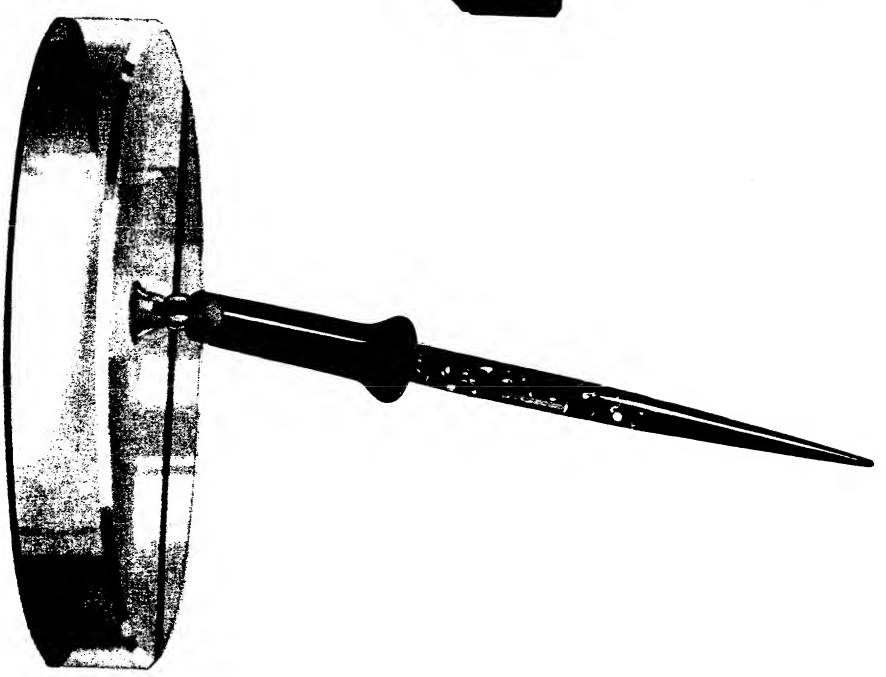


# SHEAFFER'S DESK FOUNTAIN PEN SETS

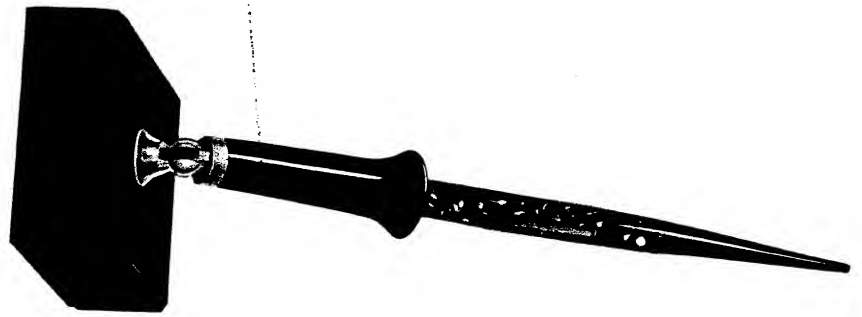
- No. T1 (Warraxi)—Single with jet black base of Carrara glass, 2 3/4 x 3 3/4 x 4 inches, plain mirror finish, furnished with one thin model jet Lifetime desk fountain-pen. See illustration. . . . . List \$10.00
- No. TB1M (Warraxi)—Same as No. T1, except pen is black thin model and mounted with three plain gold filled bands around Lifetime desk fountain-pen and jet Radite receptacle. . . . . List \$11.00
- No. T101 (Warraxi)—Same as No. T1, except pen furnished is thin model No. J5-30D, guaranteed for 30 years if not misused. . . . . List \$7.50
- No. TB101M (Warraxi)—Same as No. T1, except pen is black thin model, No. J5-30D desk pen, jet Radite receptacle and pen mounted with three plain gold-filled bands. . . . . List \$8.50
- No. T21 (Warraxi)—Same as No. T1 except base is genuine onyx. . . . . List \$10.00
- No. T12 (Warraxi)—Same as No. T1 except the base is genuine onyx and the pen furnished is thin model No. J5-30D guaranteed 30 years if not misused. . . . . List \$7.50
- No. TB21M (Warraxi)—Same as No. T1 except base is genuine onyx and pen is black thin model mounted with three gold filled bands around the Lifetime desk fountain-pen and jet Radite receptacle. . . . . List \$11.00
- No. TB21M (Warraxi)—Same as No. T1 except the base is genuine onyx and the pen is black thin model, mounted with three gold filled bands around the No. J5-30D desk fountain-pen and jet Radite receptacle. Pen furnished is No. J5-30M guaranteed 30 years if not misused. . . . . List \$8.50
- No. T2 (Warraxi)—Same as No. T1, except base is imported crystal clear plate glass. . . . . List \$10.00
- No. TB2M (Warraxi)—Same as No. T1, except base is imported crystal clear plate glass and pen is black thin model, mounted with three gold filled bands around pen and receptacle. . . . . List \$11.00
- No. T102 (Warraxi)—Same as No. T1, except base is imported crystal clear plate glass and pen furnished is thin model No. J5-30D guaranteed for 30 years if not misused. . . . . List \$7.50
- No. TB102M (Warraxi)—Same as No. T1, except base is imported crystal clear plate glass and pen is black thin model No. J5-30D. Both pen and receptacle are mounted with three gold filled bands. . . . . List \$8.50
- No. T3 (Warraxi)—Same as No. T1, except base is genuine Italian gold and black marble. . . . . List \$10.00
- No. TB3M (Warraxi)—Same as No. T1, except base is genuine Italian gold and black marble and pen is black thin model, mounted with three plain gold filled bands on pen and receptacle. . . . . List \$11.00
- No. T103 (Warraxi)—Same as No. T1, except base is of genuine Italian gold and black marble and pen furnished is thin model No. J5-30D guaranteed for 30 years if not misused. . . . . List \$7.50
- No. TB103M (Warraxi)—Same as No. T1, except base is of genuine Italian gold and black marble and pen is black thin model No. J5-30D guaranteed for 30 years if not misused. Pen and receptacle mounted with three gold filled bands. . . . . List \$8.50
- No. 5 (Warraxi)—Single with imported crystal plate glass oval base, approximately 4 1/2 x 6 1/2 inches. Supplied with one jet Lifetime Desk Fountain-pen. See illustration. . . . . List \$16.50
- No. 105 (Warraxi)—Same as No. 5, except pen supplied is No. J5-30D guaranteed for 30 years if not misused. . . . . List \$14.00
- No. 4 (Warraxi)—Same as No. 5, except base is of jet black Carrara glass and furnished with No. J5-30D pen guaranteed for 30 years if not misused. . . . . List \$16.50
- No. 104 (Warraxi)—Same as No. 5, except base is of jet black Carrara glass and furnished with No. J5-30D pen guaranteed for 30 years if not misused. . . . . List \$14.00
- No. 7 (Warraxi)—Same as No. 5, except base is of genuine Italian gold and black marble. . . . . List \$16.50
- No. 107 (Warraxi)—Same as No. 5, except base is of genuine Italian gold and black marble and pen furnished is No. J5-30D guaranteed for 30 years if not misused. . . . . List \$14.00

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5



T1





# SHEAFFER'S DESK FOUNTAIN-PEN SET LAMP

MODERN business demands efficiency. Sheaffer's combination desk fountain-pen set and Amronlite lamp fits perfectly in every modern office.

Once tried, executives and aids will readily decide in favor of this up-to-date office help.

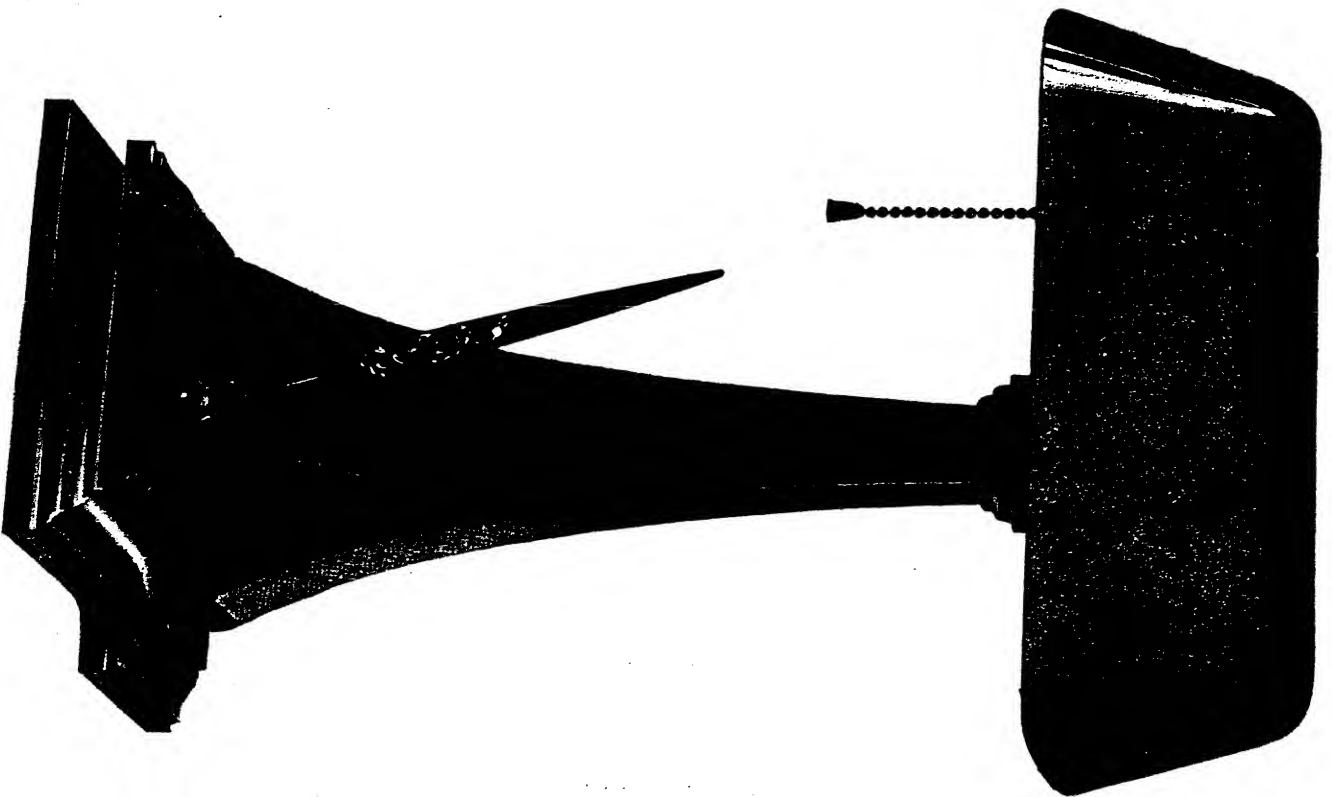
The dark green Amronlite shade is white glazed inside to efficiently throw the light where wanted. It is quickly adjusted to many angles and positions. The stand has a beautiful bronze finish, solid base for holding the Sheaffer No. 10 or No. 19 Lifetime desk fountain-pen set, the underside of base is carefully padded with felt and measures  $7\frac{3}{4}$  inches square. Height over-all is 17 inches. The upright is of bronze finish and a chain is suspended from lamp socket for instant on-and-off use. Total weight, about 10 pounds. Although the desk fountain-pen set and lamp are separate units, they are not sold separately.

**Lamp with Single Set (Xabax)**—Complete (except bulb) with Amronlite shade, unbreakable jet black No. 10 Radite base and receptacle for receiving the Sheaffer Lifetime desk fountain-pen..... List \$25.00

**Lamp with Double Set (Xagob)**—Complete (except bulb) with Amronlite shade, unbreakable jet black No. 19 Radite base and receptacles for receiving two matched Lifetime desk fountain-pens..... List \$35.00

Regular discounts apply on the No. 10 and No. 19 sets for these lamps but the lamps are net—single \$9.50 and double \$11.00.

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# SHEAFFER'S DESK FOUNTAIN-PEN SET LAMP DELUXE

(XAKGC)

FOR the executive who takes pride in the appearance and efficiency of his office as well as himself, the Sheaffer Desk Fountain-pen Set Lamp Deluxe will instantly appeal.

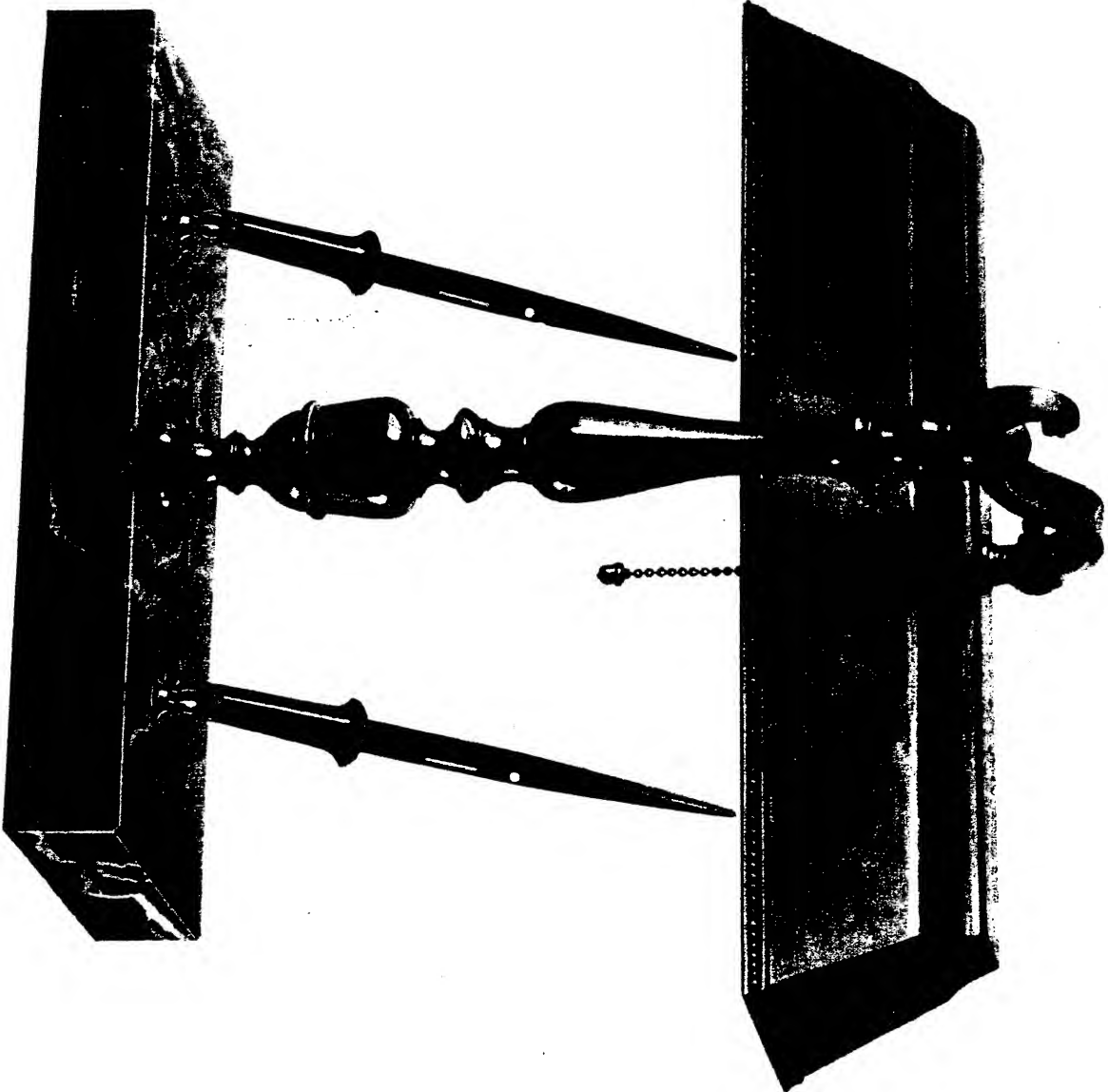
The black and gold Italian marble base measuring 12 x 6 x 13<sup>7</sup>/<sub>8</sub> inches is skillfully designed to harmonize with the beautiful antique finished brass lamp. The shade is especially constructed to concentrate the light on the desk.

Never before, to our knowledge, has such an efficient writing aid been offered that also combines beauty to the greatest possible degree.

Sheaffer's Desk Fountain-pen Set Lamp Deluxe will prove a highly valued asset in any office.

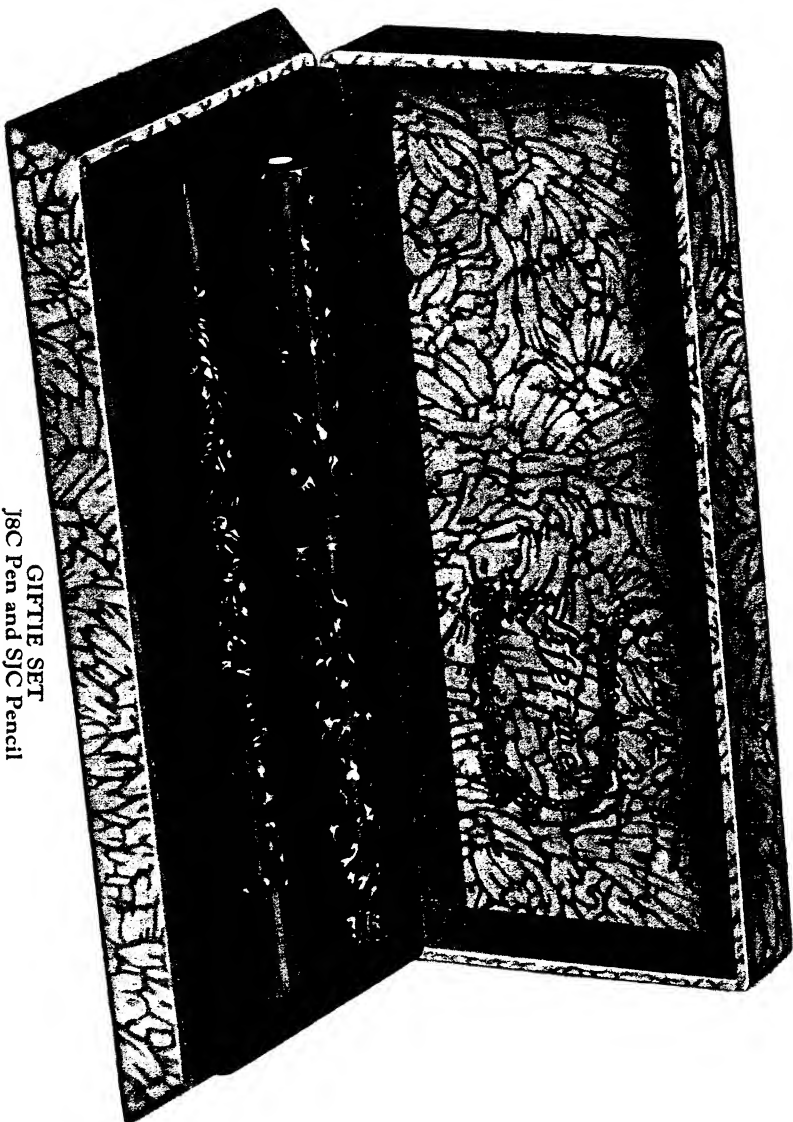
Complete (except bulbs) with genuine Italian black and gold marble base, holding two matched Sheaffer Lifetime Desk Fountain-Pens.  
..... List \$75.00

The two Lifetime desk fountain-pens and sockets list at \$10.00 each less regular discount. The lamp is \$33.00 net.



..phi 22 mfp..

GIFTIE SET  
J8C Pen and SJC Pencil



# SHEAFFER'S GIFTIE SETS

RIGHTLY named, for one can think of no more logical gift item than a Sheaffer combination pen and pencil set. Always, the recipient is reminded of the giver.

And from the dealer's standpoint, no other article in the Sheaffer line adds more profit on good will to business than Sheaffer Giftie Sets. Quality throughout, any dealer will be proud and wise to display such universally accepted merchandise.

Lifetime Giftie Sets range in price from \$10.75 to \$77.00 but the quality remains the same throughout—only the finish is different. One set may be green gold filled trimmed, another 14 karat solid gold trimmed. The basic construction of every set is identical, and so also, is the quality.

Any Lifetime pen can be matched with a Radite pencil of a corresponding size and color to make a Lifetime Giftie Set. For example, refer to catalog pages 3 and 8, describing Lifetime Pens and Radite Pencils, you can choose the J8C Lifetime Pen and the SJC Titan Pencil. We offer this set at \$13.00 list. It is indeed a most popular combination. Then you may choose, on pages 3 and 8, the J7ASC and the JASC producing a combination of slightly thinner proportion for lady's selection, and on pages 4 and 7 the 7ASC pen and LASC pencil make an attractive combination.

All Sheaffer Giftie Sets are attractively packed in beautiful green tint embossed paper covered boxes, the bottom part lined with velvet—jet black for the green combinations and a delicate past-green tint for the jet black combinations.

Display of the actual sets in such settings has been creating business for Sheaffer dealers since Sheaffer first originated Giftie Sets.

## All Metal Giftie Sets

Set No.	Pen No.	Pencil No.	Set Price
KM3 (Yanka)	BBM p. 5 27BM	p. 9	\$ 8.00
KM7 (Yapog)	BPM p. 5 27PM	p. 9	13.00
K3 (Yarim)	BBS p. 5 27BC	p. 9	9.50
K7 (Yasax)	BPS p. 5 27PC	p. 9	15.00
JM3 (Yarba)	CBM p. 5 23BM	p. 9	9.00
J3 (Yimka)	CBSC p. 5 23BC	p. 9	10.50
THM9 (Yimaj)	GNM p. 6 18NM	p. 9	9.50
	"Thin Green Gold Filled Long"		
	"Green Gold Filled Midget"		
HM3 (Yipbo)	GBM p. 5 28BM	p. 9	9.50
HM6 (Yirsa)	GTM p. 6 28TM	p. 9	10.50
HM11 (Yirax)	GLM p. 6 28LM	p. 9	14.50
	"Green Gold Filled Long"		
H3 (Yimac)	GBSC p. 5 28BC	p. 9	11.00
H6 (Yigana)	GTSC p. 6 28TC	p. 9	12.00
H11 (Yipok)	GLSC p. 6 28LC	p. 9	16.00
	"Solid Green Gold"		
D3 (Yigepi)	DBSC p. 6 288BC	p. 9	52.00
TDM3 (Yigdm)	DBM p. 6 188BM	p. 9	30.00
D9 (Yigern)	DNSC p. 6 288NC	p. 9	57.00
TDM9 (Yighao)	DNM p. 6 188NM	p. 9	32.00
D11 (Yigip)	DLSC p. 6 288LC	p. 9	57.00
TDM11 (Yigkuq)	DLM p. 6 188LM	p. 9	32.00
	"Lifetime Sets"		
LH3 (Yigivr)	GBSC p. 5 788BC	p. 9	20.00
LD3 (Yigwve)	DBSC p. 6 788BC	p. 9	57.00

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# SHEAFFER'S PENVELOPES

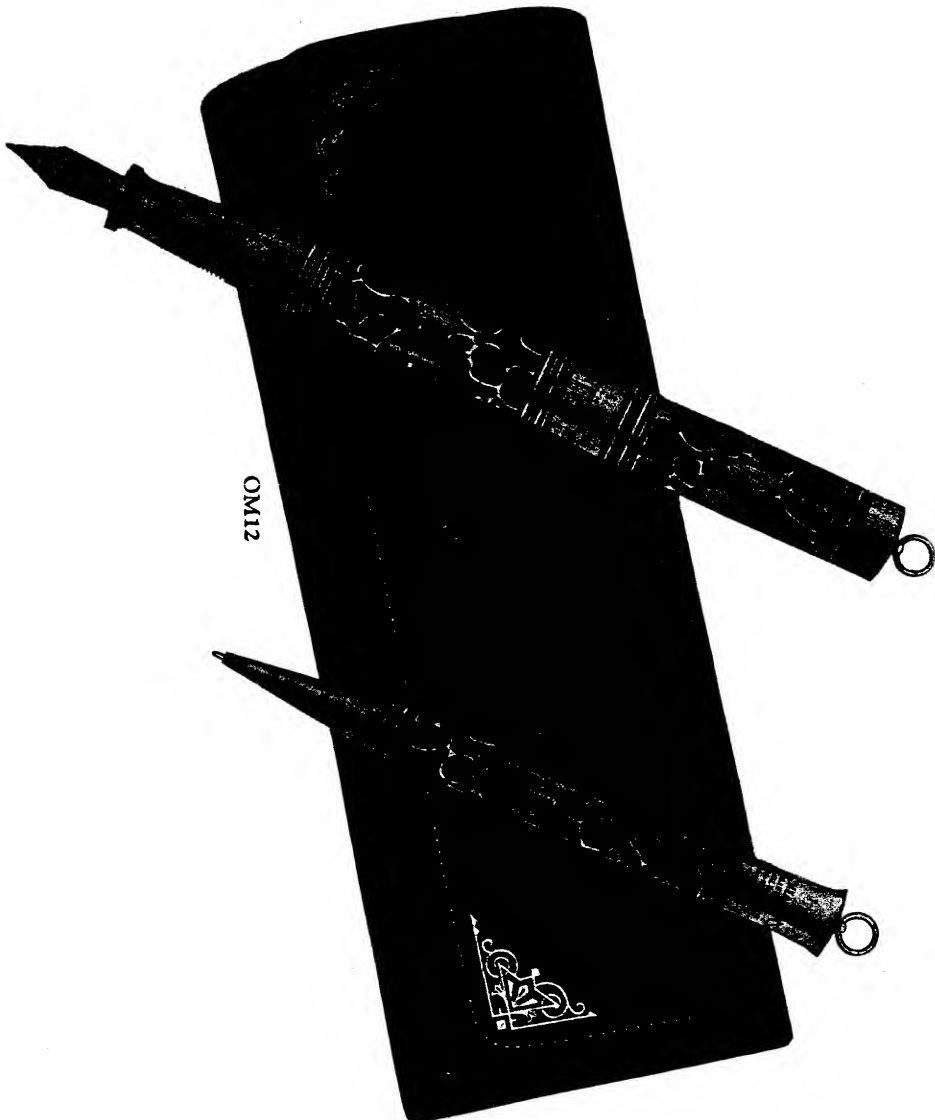
**A** GAIN Sheaffer leads with a new idea in pen sets. This time it's the Penvelope—another original Sheaffer creation. Now the women of the world have a thoroughly practical way of carrying always at hand a beautiful pen and pencil—a convenience that has long been greatly needed. The Penvelope is a soft crushed Ecrase leather case of exquisite workmanship with fine hand-tooled design. Open size 6 x 10 inches, folds to 2x5 3/4 inches. It slips conveniently into any purse or bag and brilliantly enhances the beauty thereof. It comes in coral, lavender, and blue with "Sheaffer's gold filled Oriental mosaic" pen and pencil. A new and beautiful convenience for women. An apt gift. A ready selling item.

The Penvelope case is furnished gratis with all \$15.00 Oriental mosaic pen and pencil sets or they can be purchased at \$2.00 for other sets such as OM-10.

When the Penvelope case is wanted with \$10.00 sets specify "Penvelope" on order. Not necessary to specify when ordering \$15.00 sets. Penvelopes furnished at \$2.00 each, list, to those dealers wishing to make up sets with stock on hand.

- OM-10 (Zeloc)—Sterling silver, blue butterfly design  
 With Penvelope case . . . . . List \$10.00  
 List \$12.00
- OM-11 (Zelom)—Gold filled, pale blue flower design, Penvelope case included . . . . . List \$15.00  
 Pen . . . . . List \$10.00  
 Pencil . . . . . List \$ 5.00
- OM-12 (Zelo)—Gold filled, coral butterfly design, Penvelope case included. See illustration . . . . . List \$15.00  
 Pen . . . . . List \$10.00  
 Pencil . . . . . List \$ 5.00
- OM-13 (Zelox)—Gold filled, yellow daisy design, Penvelope case included . . . . . List \$15.00  
 Pen . . . . . List \$10.00  
 Pencil . . . . . List \$ 5.00

Other combinations can be made and offered in Penvelope cases, for example the hand engraved sets on page 25, also the metal pens on page 9 and the metal pencils on page 6.



OM12

# SHEAFFER'S

HAND ENGRAVED  
GIFTIE SETS

MASTER pen and pencil artisans have now combined their skill with master engravers and produced pen and pencil sets of 18 karat Palladium white gold and 14 karat solid green gold. By combining the pen and pencil Sheaffer offers sets unsurpassed in beauty, dignity, and quality to dealers who cater to an appreciative clientele.

Three distinct designs in both 14 karat solid green gold and 18 karat Palladium white gold, short with clip, and midget with ring, provide Sheaffer dealers the opportunity of appealing to a variety of tastes.

Every pen and pencil is hand engraved by the best talent available. A generous sized panel on both pen and pencil is reserved for engraving the owner's name or initials. Sets are packed in beautiful cases, covered with genuine leather, tooled and embossed and lined with buff velvet.

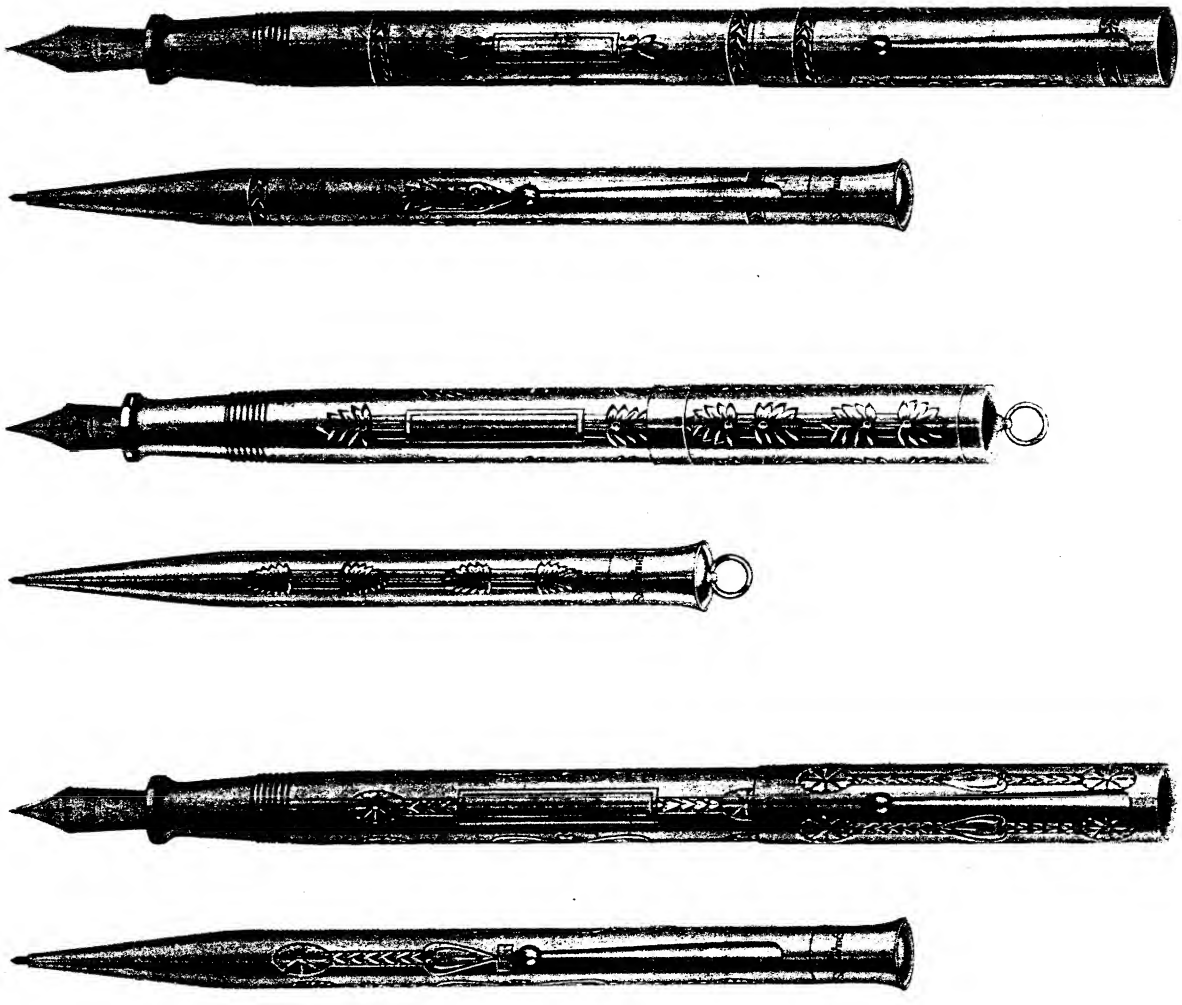
Prices—18 Karat Palladium White Gold Hand Engraved Pencils  
 FXSC \$30.00 F24 \$85.00  
 FXM 25.00 FM24 75.00  
 F25 85.00  
 FYM 25.00 FM25 75.00  
 FZSC 25.00 F26 85.00  
 FZM 25.00 FM26 75.00  
*See illustration*

14 Karat Solid Green Gold Hand Engraved Pencils  
 DXSC \$20.00 D24 \$60.00  
 DXM 18.00 DM24 55.00  
 DYSC 20.00 D25 60.00  
*See illustration*  
 DYM 18.00 DM25 55.00  
 DZSC 20.00 D26 60.00  
*See illustration*  
 DZM 18.00 DM26 55.00

Note particularly that the Palladium white gold is 18 karat and the solid green gold is 14 karat. All nibs are number 2 size. Leather covered boxes, buff velvet lined, are furnished gratis with all solid and Palladium gold pen and pencil combinations.

The factory cannot stock solid and Palladium gold pens and pencils in large quantities. The manufacturing and engraving processes are very slow and from three to four weeks are necessary for production.

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# SHEAFFER'S Skrip

THE SUCCESSOR TO INK

Flows smoothly, dries quickly, spreads evenly, does not flood, and is made exclusively for fountain-pen use. Does not gum on nib; contains no harmful acids or grit. Six colors: red, purple, green, blue, black and Permanent Royal Blue. The Permanent Royal Blue is packed only in 4-ounce and larger sizes. Regular washable blue is packed only in 2-ounce size. The red, purple, green, and black are packed in all sizes.

Size	List Per Doz.	Amt. in Case	Ship. Wt. Per Case
2 oz.	\$ 2.00	3 doz.	16 lbs.
4 oz.	3.25	2 doz.	18 lbs.
1 1/2 pt.	6.00	1 1/2 doz.	8 lbs.
Pints	11.50	1 1/2 doz.	13 lbs.
Quarts	21.00	3 doz.	23 lbs.
Gallon	72.00	1 bottle	13 lbs.

Traveler's Cases list per dozen, \$4.20  
Five gallons or more in kegs \$4.50 per gallon list

## ASSORTMENT No. 1 (Zebra):

6 doz. 4 ounce size	6 doz. 2 ounce size	3 doz. Blue	List \$40.02
4 doz. Permanent	1 doz. Black	1 doz. Purple	Less 50% 20.01
Royal Blue	1 doz. Purple	2/3 doz. Green	Net 20.01
8 bottles Black	2/3 doz. Green	1/3 doz. Red	Freight allowed
8 bottles Purple	2 bottles Red	1/2 doz. Traveler's Cases Blue	
6 bottles Green	1/6 doz. each—half pints, pints and quarts in Permanent Royal Blue.		

## ASSORTMENT No. 2 (Zitka):

6 doz. 4 ounce size	12 doz. 2 ounce size	9 doz. Blue	\$43.50
4 doz. Permanent	1 doz. Black	1 doz. Purple List	21.75
8 bottles Black	2/3 doz. Green	1/3 doz. Red	Net 21.75
8 bottles Purple	2 bottles Red	Freight allowed	

It will not be necessary to list the entire assortment on your order, just specify: 1 Assortment No. 1 or 1 Assortment No. 2. The factory will know what you want.

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2 Ounce



4 Ounce

# SHEAFFER'S LIFETIME FOUNTAIN-PENS

De Luxe

A most beautiful combination of unbreakable Radite, entirely within aristocratic bounds, is offered by Sheaffer in the strikingly new and distinctive De Luxe line of fountain-pens and pencils.

The stability of the Sheaffer line seldom permits the addition of a new design or color combination. Yet the unanimous trend to the higher priced Lifetime numbers has been convincing evidence that there is a mighty demand for the Lifetime in this dignified and aristocratic jet-black and pearl combination of unbreakable Radite.

The De Luxe line is a selling mate to the Jade green and Jet black Lifetime lines. Dealers will find a most receptive market. The trend of color tastes is swinging to dignified, rich color combinations rather than glaring primary effects and those dealers intent upon keeping ahead of the market will at once recognize the possibilities of Sheaffer's De Luxe line and stock conservatively in addition to the regular full assortment of Jade green and Jet black Lifetime fountain-pens.

**K8C (Zecor)**—Jet black and pearl unbreakable Radite with gold-filled band, lever and clip. Oversize long holder. See illustration. List \$10.00

**K74SC (Zedum)**—Jet black and pearl unbreakable Radite with gold-filled band, clip and lever, short thin holder. See illustration. List \$8.50

**K74SR (Zehr)**—Jet black and pearl unbreakable Radite with gold-filled band, lever and ring, short thin holder. See illustration. List \$8.50



K8C



K74SC



K74SR

•◆ 27 ◆•



# SHEAFFER'S

## Propel-Repel-Expel PENCILS

### De Luxe

The propel-repel-expel mechanism feature has been greatly responsible for the popularity of Sheaffer pencils. Now, add the De Luxe line of jet-black and pearl unbreakable Radrite to the staple line of jade green and jet black Radrite and Sheaffer dealers have a most complete assortment to offer even the more-than-average-hard-to-please customer.

Sheaffer's De Luxe line of Lifetime fountain-pens and pencils is the result of exhaustive research to produce a dignified, aristocratic, selling-mate to the world-famous jade green Radrite Lifetime fountain-pen. The combination of jet-black and pearl has unanimously been voted the most popular. It is staple. It is conservative, yet rich. The colors appeal to both sexes of all ages.

Four popular sizes of propel-repel-expel pencils have been produced in the De Luxe line. The oversize Titan is built big,—for the man of big affairs. The substantial oversize barrel, topped with the gold-filled cap of pleasing contour and finished in jet-black and pearl unbreakable Radrite, has a general appeal among successful people everywhere.

The long, thin barrel equipped with gold-filled clip, cap and tip will instantly appeal to those wanting a service pencil easy to hold. Other styles slightly shorter and equipped with either ring or clip, also bears great admiration. These four numbers make a well rounded line, yet do not necessitate any considerable investment.

**SKC (Zegul)**—jet black and pearl unbreakable Radrite, oversize, with clip, tip and cap gold-filled. See illustration. List \$5.00  
**KC (Zekim)**—jet black and pearl unbreakable Radrite, long with clip. Tip, cap and clip gold-filled. See illustration. List \$4.00  
**KSC (Zelun)**—jet black and pearl unbreakable Radrite, short with clip. Tip, cap and clip gold-filled. See illustration. List \$4.00  
**KSR (Zemon)**—jet black and pearl unbreakable Radrite, short with ring. Tip, cap and ring are gold-filled. See illustration. List \$4.00



SKC



KC



KSC



KSR

◆◆ 28 ◆◆

# SHEAFFER'S DESK FOUNTAIN-PEN SETS

What could be more appropriate to support the world-famous Lifetime Desk Fountain-Pen than a base of genuine Yavapai Onyx?

This Onyx—born of ages, is beautifully veined in colors representing the golden plateaus, green foothills, fiery red sunset and the royal purple dawn all so common to the west country producing it.

This equipment surely voices the manners of business and social leaders of America.

And to those dealers who stock and display Sheaffer's Onyx Base Desk Fountain-Pen Sets, the returns are as substantial as the bases themselves.

Sheaffer's Onyx line is complete. Eight numbers in three sizes makes possible a universal appeal, yet the investment is entirely within reason.

- No. 23 (Zebra)—Single, with oval base of genuine Yavapai Onyx,  $\frac{3}{4}$  x  $\frac{5}{16}$  inch. Receptacle of jet unbreakable radite equipped with  $\frac{1}{8}$  inch 14 Karat gold band. Furnished with one Jet Lifetime Desk Fountain-Pen. See illustration. . . . List \$16.50
- No. 123 (Zebra)—Same as No. 23 except pen furnished in Lifetime Desk Fountain-Pen. . . . List \$14.00
- No. 24 (Zerub)—Double, with base of genuine Yavapai Onyx,  $\frac{1}{2}$  inch 14 Karat gold band. Receptacles of jet unbreakable radite equipped with  $\frac{1}{8}$  inch 14 Karat gold bands. Furnished with matched Lifetime Desk Fountain-Pen. See illustration. . . . List \$35.00
- No. 24P (Zerub)—Same as No. 24 except set is equipped with one Lifetime Desk Fountain-Pen and one Jet Desk Pencil. . . . List \$30.00
- No. 124 (Zeruc)—Same as No. 24 except pen furnished in Lifetime Desk Fountain-Pen. . . . List \$30.00
- No. 124P (Zeruc)—Same as No. 124 except set is equipped with one No. 124P Desk Pen and one Jet Desk Pencil. . . . List \$29.00
- No. 22 (Zeruz)—Single, with base of genuine Yavapai Onyx,  $\frac{1}{2}$  x  $\frac{3}{16}$  inch. Receptacle of jet black unbreakable radite, equipped with  $\frac{1}{8}$  inch 14 Karat gold band. Furnished with one Jet Lifetime Desk Fountain-Pen. . . . List \$13.50
- No. 122 (Zeruz)—Same as No. 22 except pen furnished in Lifetime Desk Fountain-Pen. . . . List \$11.00

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# 2

# SHEAFFER'S ORDER FORM

Quantity	Item	List
_____	51	\$18.00
_____	61	25.00
_____	60	25.00
_____	Single lamp (Deluxe)	50.00
_____	Double lamp (Deluxe)	75.00
_____	Single lamp (Amronlite)	25.00
_____	Double lamp (Amronlite)	35.00

SHEAFFER'S DESK FOUNTAIN-PEN SETS		
Quantity	Item	List
_____	T101	\$ 7.50
_____	T102	7.50
_____	T103	7.50
_____	104	14.00
_____	105	14.00
_____	106	8.50
_____	107	14.00
_____	110	7.50

Quantity	Item	List
_____	L-112	\$ 8.50
_____	113	12.50
_____	L-114	20.00
_____	115	25.00
_____	R-116	12.50
_____	S-116	12.50
_____	T121	7.50
_____	122	11.00
_____	123	14.00

ASSORTMENT No. 1 **SKRIP** (Check assortment wanted)

<b>6 doz. 4 Oz. Size</b>	<b>6 doz. 2 Oz. Size</b>
4 doz. Permanent Royal Blue	3 dozen Blue
8 bottles Black	1 dozen Black
8 bottles Purple	1 dozen Purple
6 bottles Green	2-3 dozen Green
2 bottles Red	1-3 dozen Red

1-6 doz. each, 1/2 pints, pints and quarts in Permanent Royal Blue. 1/2 doz. Travelers' Cases Blue

Freight Allowed

LIST \$40.92—LESS 50%..... NET \$20.46

ASSORTMENT No. 2

<b>6 doz. 4 Oz. Size</b>	<b>12 doz. 2 Oz. Size</b>
4 dozen Permanent Royal Blue	9 dozen Blue
8 bottles Black	1 dozen Black
8 bottles Purple	1 dozen Purple
6 bottles Green	2-3 dozen Green
2 bottles Red	1-3 dozen Red

Freight Allowed

LIST \$43.50—LESS 50%..... NET \$21.75

### LEADS

A convenient size counter Lead Display Cabinet, four-color photoplated solid glass front, given free with the following assortment:

3 doz. med. Blue Cap Leads ..... \$5.40	1 doz Standard red crayon Blue Cap Leads .....\$1.80
3 doz. soft Blue Cap Leads ..... \$5.40	1 doz. Standard blue crayon Blue Cap Leads .....\$1.80
1 doz. hard Blue Cap Leads ..... \$1.80	1 doz. oversize black Blue Cap Leads .....\$1.80
1/2 doz. Midget Blue Cap Leads ....\$0.90	1 doz. oversize red Blue Cap Leads .....\$1.80
1 doz. Indelible Blue Cap Leads ....\$1.80	1 doz. oversize blue Blue Cap Leads .....\$1.80
1/2 doz. oversize jet black Artists Crayon .....\$0.90	
LIST ..... \$25.20	Cost to you, ..... Net \$15.00

Also .....

Dealer .....

Street .....

City ..... State .....

**DO YOU WANT  
WINDOW DISPLAY  
MATERIAL?**

Yes ..... No.....

**W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA**

BRANCH OFFICES

New York 80 Fifth Avenue	Chicago 209 S. State Street	San Francisco 681 Market Street	Toronto, Canada 60-62 Front Street, W.	London, W. I, England 199 Regent St.
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# SHEAFFER'S ORDER FORM

SHIP—Subject to my regular discount the following merchandise:

Quantity	Item	List	Quantity	Item	List	Quantity	Item	List
_____	74SC	\$ 7.50	_____	JASC	\$ 3.75	_____	T3	\$10.00
_____	74SR	7.50	_____	JASR	3.75	_____	4	16.50
_____	8C	8.75	_____	JAM	3.50	_____	5	16.50
_____	84C	8.75	_____	SJC	4.25	_____	6	11.00
_____	85C	12.00	_____	JJC	10.00	_____	7	16.50
_____	89C	15.00	_____	JJSC	10.00	_____	10	10.00
_____	J74SC	7.50	_____	SJJC	12.00	_____	12	11.00
_____	J74SR	7.50	_____	LLC	10.00	_____	BL-12M	12.00
_____	J8C	8.75	_____	SLLC	12.00	_____	A12	15.00
_____	J84C	8.75	_____	RASC	3.25	_____	X12	15.00
_____	J85C	12.00	_____	RASR	3.25	_____	C12	15.00
_____	J89C	15.00	_____	SRC	3.75	_____	D12	16.00
_____	K8C	10.00	_____	OAC	3.25	_____	13	15.00
_____	K74SC	8.50	_____	SRCO	3.75	_____	E-13	16.00
_____	K74SR	8.50	_____	OASR	3.25	_____	L-14	25.00
_____	R3-25C	3.00	_____	OASC	3.25	_____	L-14P	20.00
_____	R3-25SC	3.00	_____	SOC	3.75	_____	15	30.00
_____	R3-25SR	3.00	_____	SOCO	3.75	_____	15P	25.00
_____	3-25C	3.00	_____	SKC	5.00	_____	16	15.00
_____	3-25SC	3.00	_____	KSC	4.00	_____	R-16	15.00
_____	3-25SR	3.00	_____	KC	4.00	_____	S-16	15.00
_____	J5-30C	5.00	_____	KSR	4.00	_____	17	30.00
_____	J5-30SC	5.00	_____	SLD	4.00	_____	18	16.00
_____	J5-30SR	5.00	_____	AA	1.00	_____	19	20.00
_____	5-30C	5.00	_____	AASC	1.00	_____	T21	10.00
_____	5-30SC	5.00	_____	SAA	1.00	_____	TB21M	11.00
_____	5-30SR	5.00	_____	AAA	1.00	_____	22	13.50
_____	J7-30C	7.00	_____	AASR	1.00	_____	23	16.50
_____	7-30C	7.00	_____	AAM	1.00	_____	24	35.00
_____	LAC	3.25	<b>LIFETIME DESK FOUNTAIN-PEN SETS</b>			_____	24P	30.00
_____	LASC	3.25	_____	T1	10.00	_____	35	32.00
_____	LASR	3.25	_____	T2	10.00	_____	35P	27.50
_____	SLC	3.75	_____			_____	50	18.00
_____	JAC	3.75						

W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA

New York  
80 Fifth Avenue

Chicago  
209 S. State Street

BRANCH OFFICES  
San Francisco  
651 Market Street

Toronto, Canada  
60-62 Front Street, W.

London, W. 1, England  
199 Regent St.

# SHEAFFER'S DEALERS' DISCOUNTS

SKRIP discounts are entirely separate from those given on other Sheaffer merchandise. This merchandise affords the dealer a nice margin of profit and at the same time it acts as a stimulant to the fountain-pen business.

Discounts are:

- Up to \$50.00 List . . . . . 50%
- \$50.00 to \$100.00, List . . . . . 50-2%
- Over \$100.00, List . . . . . 50-5%

Dealers are allowed to deduct freight charges from the invoice on shipments of Skrip aggregating 100 pounds or more amounting to approximately \$20.00 net (Assortment No. 1 and No. 2, shown on page 26.) Receipted freight bill must accompany the remittance. This allowance does not include drayage costs.

## SHEAFFER'S BLUE CAP LEADS

Discounts on Blue Cap Leads are as follows:

- On less than 6 dozen boxes . . . . . 40%
- 6 dozen to one gross . . . . . 50%
- One gross boxes . . . . . 50-5%
- 5 gross boxes . . . . . 50-10%
- 10 gross boxes . . . . . 50-20%

## SHEAFFER'S REGULAR LEADS

Discounts on Sheaffer's Medium quality Leads are as follows:

- Up to 1 gross . . . . . 40%
- 1 gross to 3 gross . . . . . 40-5%
- 3 gross to 5 gross . . . . . 40-10%
- 5 gross or more . . . . . 50%

## SHEAFFER'S PENCIL ERASERS

Discounts on Erasers are as follows:

- Up to 3 gross . . . . . 40%
- 3 gross to 9 gross . . . . . 40-5%
- 9 gross to 15 gross . . . . . 40-10%
- 15 gross or more . . . . . 50%

## SHEAFFER'S REPAIR PARTS

All repair parts or repairs are subject to 40% discount to dealers. This discount applies regardless of dealer's discount on regular line.



# SHEAFFER'S DEALERS DISCOUNTS

Sheaffer's sliding scale of discounts makes it possible for a dealer to carry a representative assortment with a minimum investment. To new dealers, the discount is based on the net amount of pens and desk fountain-pen sets shipped on the opening order. Pencils purchased at that time or later take the same discount.

Many advantages are offered the retailer who handles the Sheaffer line. The dealer who carries a representative assortment on a 50% basis is assured that another dealer cannot buy one-half dozen or one dozen pens at that discount and thus realize the profit that rightfully belongs to the dealer who carries the more representative assortment.

Sheaffer's distribution is principally limited to the jewelry, drug, stationery and those departments of department store trade, and Sheaffer's is entirely dependent upon the retailer. For the retailer benefit and protection, the following discount schedule has been adopted:

New Dealer Minimum Purchase to Obtain Discount Listed		Discount	Minimum Purchase to Obtain Discount
\$50.00 Net—Includes Only	Sheaffer Pens—Desk Sets	25%	3 Dozen \$150.00 Net
\$100.00 Net—Includes Only	Sheaffer Pens—Desk Sets	33 1/3%	6 Dozen \$300.00 Net
\$150.00 Net—Includes Only	Sheaffer Pens—Desk Sets	40%	12 Dozen \$600.00 Net
\$200.00 Net—	Sheaffer Pens—Desk Sets	40-5%	18 Dozen \$900.00 Net
\$275.00 Net—	Sheaffer Pens—Desk Sets	40-10%	24 Dozen \$1200.00 Net
\$500.00 Net—	Sheaffer Pens—Desk Sets	50%	30 Dozen \$1500.00 Net

In order to obtain a 40% discount, a dealer in a town of 500 and under must purchase an opening order \$50.00 worth of merchandise, consisting of pens, pencils and desk fountain-pen sets—a dealer in a town of 500 to 1000 must purchase on opening order, \$75.00 worth of pens, pencils and desk fountain-pen sets to obtain 40% discount—a dealer in a town of 1000 to 1500 in order to obtain a 40% discount on opening order must purchase \$100.00 worth of merchandise consisting of pens, pencils and desk fountain-pen sets.

*Example:*—A new dealer in town of 1500 or more buys an opening order of \$150.00 worth of pens and desk fountain-pen sets to obtain the 40% discount. This establishes his discount at 40% and it is only necessary for him to buy enough Sheaffer merchandise, including the entire Sheaffer line of Lifetimes, pens, desk fountain-pen sets, Strip and pencils, to total \$200.00 per year for that discount to continue year after year. The first year he need buy only \$50.00 additional after his opening order.

Every Sheaffer dealer has the opportunity of increasing his discount during any year that he purchases a sufficiently large amount of merchandise to establish himself on a larger discount basis. For example, if the dealer who is on a 40% basis, purchases \$500.00 worth of Sheaffer merchandise, including the entire line, except Craig pens and pencils, his discount will be immediately raised to 40-10%, and he will be rebated at that time on all merchandise that he has purchased previously in the year at his old discount of 40%. All discounts will be checked up, changed and rebates issued to those entitled to them at the end of the discount year on October

1st, unless the dealer has purchased enough merchandise at any previous time to entitle him to an immediate rebate and rebate. Again let us make clear that in order to obtain an increase in discount previous to October 1st, purchases must have totaled the net amount to far that year that would be required of this dealer during the entire calendar year were he already in the increased discount bracket. Dealer's purchases from October 1st to October 1st govern his discount for the following twelve months period. For instance, if we find that a dealer who is operating on a 40-10% discount has from October 1st to July 31st purchased \$1,000.00 worth of merchandise, his discount will immediately be increased to 40%, and he will be rebated on a 20% rate for what he has already purchased at 40-10%. The amount indicated in the chart to be purchased for year governs the dealer's discount and every dealer has the same opportunity to make a larger

profit through an increased volume of business. The first discount year ends October 1, 1928.

To new dealers stocking only desk fountain-pen sets the discount will be 25% for quantities less than one dozen and 40% for one dozen and more. CRAIG PENS and CRAIG PENCILS are NET 30 days, no cash discount. FULL MOUNTED SOLID GOLD PENS and PENCILS are subject to regular discounts. Discounts on Sautoir Ribbons are 40% up to 1 gross. One gross or more, 50%.